



Thurston County Tourism Promotion Area Commission Meeting Agenda
Monday, February 29, 2016 • 3:30 pm
OrgSupport • 1520 A Irving Street SW, Tumwater, WA 98512

AGENDA

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
 - a. Approval of October 26, 2015 Minutes
3. Commission Appointments Recommendations
4. Open Public Meeting Act – Training Video
5. Thurston Bountiful Byway Presentation – Commissioner Romero
6. VCB Report – Shauna Stewart
 - a. STR Report
 - b. Marketing and Communications Report
 - c. Financials Review
7. Hoteliers Roundtable
8. Items from the Floor
9. Adjournment

Next Meeting: April 25, 2016



Thurston County Hotel & Motel Commission Meeting
Monday, October 26, 2015 • 3:30 pm
OrgSupport • 1520-A Irving Street SW, Tumwater, WA 98512

ATTENDEES: Chami Ro, Denise Hibbeln, Natasha Jenkins

MINUTES

1. Welcome & Call to Order – **Chair Hibbeln called the meeting to order at 3:30 pm.**
2. Consent Calendar (items of a routine nature) – **It was moved, second, passed unanimously to approve the minutes as presented.**
 - a. Approval of Board Minutes from September 21, 2015
 - b. Acceptance of Jeff Bae resignation dated September 22

Commission Appointment Recommendations – It was moved second, passed unanimously to recommend to the Board of County Commissioners the appointment of DeEsta Denver, Jeetu Chaudhry, Valerie Walters, and Ryan Kang to the Thurston County Hotel & Motel Commission.

OrgSupport will schedule OPMA training for new and returning commissioners at the February 2016 meeting.

3. Financials Review – Shauna Stewart, Executive Director of the Olympia-Lacey-Tumwater Visitor & Convention Bureau, presented the VCB/TPA financials.
4. VCB Marketing and Communications Report – Shauna Stewart expanded on the report included in the packet. Commissioners discussed fall and winter initiatives. Other topics of discussion included ‘guess where’ and promotional items. The VCB used to have a wedding promotion committee, which was disbanded before fully realizing complete potential.
5. VCB Executive Director Report – Shauna Stewart
 - a. STR Report – Commissioners discussed the consolidated STR reports the VCB used to share with hoteliers. Ms. Stewart committed to making sure the VCB is providing the most relevant and valuable information to hoteliers.
 - b. Vision and Strategic Priorities – Destination awareness and organizational effectiveness are top priorities for the 2016 year. Operational excellence means holding the organization accountable for performance. Ms. Stewart is in the process of reviewing staffing and position descriptions to facilitate reorganization if needed.
 - c. 90 Day Plan – This will include developing an overall strategic branding process. Commissioners concurred the new website development process must be put on hold while the branding process is fully developed and implemented. Ms. Stewart would like hoteliers to facilitate introductions with community leaders.
6. Hoteliers Roundtable – Commissioners discussed issues related to market performance for individual properties.



7. Items from the Floor

- a. Lodging Association – Commissioners discussed the importance of convening the association, either before or after the commission meeting, or at a different time/location. *OrgSupport will coordinate a meeting with Chair Hibbeln and Dennis Williams to develop recommendations for continuing the activities of the Lodging Association.* The recommendations will be part of the February commission agenda.
- b. *OrgSupport will coordinate with Becca a Thurston Bountiful Byway presentation for the commission at the February 2016 meeting.*
- c. *OrgSupport will coordinate a special commission meeting during the regular time at the end of January (the last Monday of the month at 3:30 pm) to review the VCB 90 day plan with Ms. Stewart.*

8. Adjournment – **Chair Hibbeln adjourned the meeting at 5:20 pm.**

Next Meeting: February 29, 2016 • OrgSupport offices

Olympia-Lacey-Tumwater Visitor & Convention Bureau
Profit & Loss Budget Performance
 January 2016

	<u>Jan 16</u>	<u>Budget</u>	<u>Jan 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense					
Income					
LTAC-Lacey	0.00	0.00	0.00	0.00	80,000.00
LTAC-Olympia	8,333.33	8,333.33	8,333.33	8,333.33	100,000.00
LTAC-Tumwater	1,833.33	1,833.33	1,833.33	1,833.33	22,000.00
Total LTAC	<u>10,166.66</u>	<u>10,166.66</u>	<u>10,166.66</u>	<u>10,166.66</u>	<u>202,000.00</u>
New Memberships	1,300.00	600.00	1,300.00	600.00	7,200.00
Renewing Memberships	950.00	2,400.00	950.00	2,400.00	28,800.00
Trade	-600.00		-600.00		
Total Membership	<u>1,650.00</u>	<u>3,000.00</u>	<u>1,650.00</u>	<u>3,000.00</u>	<u>36,000.00</u>
Advertising	11.60	0.00	11.60	0.00	18,125.00
Event Income	0.00	0.00	0.00	0.00	8,000.00
In Kind Event Income	0.00	0.00	0.00	0.00	6,875.00
Sponsorship	0.00	5,000.00	0.00	5,000.00	5,000.00
Total Private Funds	<u>11.60</u>	<u>5,000.00</u>	<u>11.60</u>	<u>5,000.00</u>	<u>38,000.00</u>
TPA Revenue	55,493.84	51,700.82	55,493.84	51,700.82	725,931.86
Total TPA Income	<u>55,493.84</u>	<u>51,700.82</u>	<u>55,493.84</u>	<u>51,700.82</u>	<u>725,931.86</u>
Total Income	<u>67,322.10</u>	<u>69,867.48</u>	<u>67,322.10</u>	<u>69,867.48</u>	<u>1,001,931.86</u>
Gross Profit	67,322.10	69,867.48	67,322.10	69,867.48	1,001,931.86
Expense					
Community Relations					
Total Annual Meeting	7.53	0.00	7.53	0.00	7,800.00
Meals & Registrations	221.51	300.00	221.51	300.00	4,500.00
Total Member Events	0.00	8.50	0.00	8.50	1,140.00
Total Community Relations	<u>229.04</u>	<u>308.50</u>	<u>229.04</u>	<u>308.50</u>	<u>13,440.00</u>
Marketing & Communications					
Advertising	2,199.65	3,000.00	2,199.65	3,000.00	114,267.00
Content Development	2,830.00	2,833.33	2,830.00	2,833.33	34,000.00
Distribution	2,160.00	2,000.00	2,160.00	2,000.00	29,000.00
Layout & Design	125.00	0.00	125.00	0.00	54,000.00
Total Media FAM Tours	152.88	500.00	152.88	500.00	18,000.00
Membership & Research	1,025.00	0.00	1,025.00	0.00	8,500.00
Total Other	0.00	0.00	0.00	0.00	106,575.00
Printing & Brochures	0.00	600.00	0.00	600.00	15,900.00
Total Product & Development	0.00	0.00	0.00	0.00	34,500.00
Promotional Items	0.00	0.00	0.00	0.00	1,000.00
Total Visitor Guide	0.00	0.00	0.00	0.00	53,875.00
Website	0.00	2,763.92	0.00	2,763.92	55,667.00
Total Marketing & Communications	<u>8,492.53</u>	<u>11,697.25</u>	<u>8,492.53</u>	<u>11,697.25</u>	<u>525,284.00</u>

Olympia-Lacey-Tumwater Visitor & Convention Bureau
Profit & Loss Budget Performance
 January 2016

	<u>Jan 16</u>	<u>Budget</u>	<u>Jan 16</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Operations					
Bank Charges					
Total Bank Charges	257.15	45.00	257.15	45.00	540.00
Equipment	156.67	0.00	156.67	0.00	3,300.00
Insurance	0.00	0.00	0.00	0.00	2,600.00
Total Internet and Technology	2,282.05	8,535.92	2,282.05	8,535.92	20,063.00
Licenses & Fees	130.00	130.00	130.00	130.00	210.00
Total Personnel Expense	32,352.29	34,966.84	32,352.29	34,966.84	426,102.00
Postage	146.86	105.00	146.86	105.00	1,260.00
Printing	527.40	316.67	527.40	316.67	3,800.00
Total Professional Development	0.00	0.00	0.00	0.00	7,095.00
Total Professional Fees	60.00	100.00	60.00	100.00	15,000.00
Recurring Contract Services	215.22	225.00	215.22	225.00	2,875.00
Registration Fees	1,095.00	965.00	1,095.00	965.00	965.00
Rent & Facility Charges	1,585.27	1,585.27	1,585.27	1,585.27	21,023.00
Supplies	394.42	650.00	394.42	650.00	8,050.00
Total Travel Expenses	<u>89.64</u>	<u>525.00</u>	<u>89.64</u>	<u>525.00</u>	<u>14,500.00</u>
Total Operations	39,291.97	48,149.70	39,291.97	48,149.70	527,383.00
Sales					
Event Sponsorship & Bid Fees	0.00	0.00	0.00	0.00	14,500.00
Total FAM Tours	0.00	0.00	0.00	0.00	3,500.00
Total Tradeshows	<u>35.00</u>	<u>300.00</u>	<u>35.00</u>	<u>300.00</u>	<u>27,421.00</u>
Total Sales	35.00	300.00	35.00	300.00	45,421.00
TPA Administration					
Internet & Technology					
Total Internet & Technology	0.00	350.00	0.00	350.00	350.00
Total Marketing & Operations	0.00	80.00	0.00	80.00	2,410.00
Total Professional Fees	<u>2,000.00</u>	<u>2,181.92</u>	<u>2,000.00</u>	<u>2,181.92</u>	<u>26,183.00</u>
Total TPA Administration	2,000.00	2,611.92	2,000.00	2,611.92	28,943.00
Total Expense	50,048.54	63,067.37	50,048.54	63,067.37	1,140,471.00
Net Ordinary Income	17,273.56	6,800.11	17,273.56	6,800.11	-138,539.14
	<u>17,273.56</u>	<u>6,800.11</u>	<u>17,273.56</u>	<u>6,800.11</u>	<u>-138,539.14</u>