



Thurston County Hotel & Motel Commission Meeting Agenda
Monday, April 30, 2018 • 3:30 pm

AGENDA

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
 - a. Approval of February 26, 2018 Minutes
 - b. Financials
3. STR Report
4. Marketing & Communications Report
5. Event Grant Program
6. Items from the Floor
7. Adjournment

Next Meeting: June 25, 2018



Thurston County Hotel & Motel Commission Meeting Agenda Monday, February 26, 2018 • 3:30 pm

ATTENDEES: Jeetu Chaudhry, Greg Taylor, Valerie Walters, Nick Durant, Michael Gustaves, John Hutchings, Shauna Stewart, Craig Ottavelli (staff)

MINUTES

1. Welcome & Call to Order – **Michael Gustaves called the meeting to order at 3:40 pm.**
2. Consent Calendar (items of a routine nature) – **It was moved, second, passed unanimously to approve the consent calendar as presented.**
 - a. Approval of November 20, 2017 Minutes
 - b. Financials
3. STR Report – Ms. Stuart reported on the 2018 scorecard included in the meeting packet. For 2018 occupancy was up 4.82%.
4. Marketing & Communications Report – The City of Olympia was recognized as one of the 29 best small cities in the US.
 - a. The Portland outreach resulted in two videos and substantial promotions related to the coffee trail.
 - b. The VCB also works as the regions Film Commission, hosting and supporting film crews and movie companies.
 - c. Copies were distributed of Handcrafted Meetings and Play It Different, available online at the VCB website [here](#).
 - d. Work continues between the Sports Commission and the Lacey Parks Board to promote sports facilities in the region.
5. Items from the Floor
 - a. Commissioners discussed leveraging TPA funds to for competitive grants to develop locally held events that bring travelers to the region. The VCB is currently exploring options for outreach and collaborating to bring events to the region, but does not have plans for a formal competitive process. Year one of a new event supported by a grant could lead to further/ongoing support by LTAC funds with sufficient tracking of room nights in partnership with local properties. Funding for a grant program for events based on a percentage of carry over funds from the previous year would impact the overall budget differently. Benefits of a grant program would need to be considered in relation to missed opportunities for more traditional event and tradeshow development. The next TPA agenda will include ‘*Event Grant Program*’ to further the conversation about the pros and cons of providing limited grants for events that meet highly structured criteria.
6. Adjournment – **Chair Gustaves adjourned the meeting at 4:45 pm.**

Next Meeting: April 30, 2018

Olympia-Lacey-Tumwater Visitor & Convention Bureau
Revenue & Expense Budget Performance - 2018 YTD
February 2018

	Feb 18	Budget	% of Budget	Jan - Feb 18
Ordinary Income/Expense				
Income				
40000 - LTAC				
40110 - LTAC-Lacey	6,666.67	6,666.67	100.0%	13,333.30
40120 - LTAC-Olympia	8,333.33	8,333.33	100.0%	16,666.70
40130 - LTAC-Tumwater	2,177.67	2,177.67	100.0%	4,355.34
Total 40000 - LTAC	17,177.67	17,177.67	100.0%	34,355.34
40200 - Membership				
40210 - New Memberships	800.00	300.00	266.67%	1,400.00
40220 - Renewing Memberships	2,750.00	1,200.00	229.17%	4,250.00
Total 40200 - Membership	3,550.00	1,500.00	236.67%	5,650.00
40300 - Private Funds				
40310 - Advertising	0.00	0.00	0.0%	0.00
40320 - Event Income	0.00	0.00	0.0%	0.00
40330 - In Kind Event Income	0.00	0.00	0.0%	0.00
40340 - Sponsorship	0.00	0.00	0.0%	1,086.00
Total 40300 - Private Funds	0.00	0.00	0.0%	1,086.00
40400 - TPA Income				
40410 - TPA Revenue	61,155.17	59,782.77	102.3%	135,185.47
Total 40400 - TPA Income	61,155.17	59,782.77	102.3%	135,185.47
Total Income	81,882.84	78,460.44	104.36%	176,276.81
Gross Profit	81,882.84	78,460.44	104.36%	176,276.81
Expense				
50100 - Marketing & Communications				
50110 - Advertising	13,351.34	9,983.33	133.74%	32,844.90
50120 - Content Development	2,830.00	2,830.00	100.0%	5,660.00
50130 - Distribution	0.00	0.00	0.0%	0.00
50140 - Layout & Design	383.71	500.00	76.74%	1,054.71
Total 50150 - Media FAM Tours	223.40	730.00	30.6%	691.03
50160 - Membership & Research	1,583.84	750.00	211.18%	3,438.86
50170 - Printing & Brochures	0.00	0.00	0.0%	416.67
Total 50180 - Product & Development	0.00	1,125.00	0.0%	0.00
Total 50200 - Special Projects	0.00	0.00	0.0%	47.10
Total 50300 - Visitor Guide	0.00	0.00	0.0%	0.00
50400 - Website	31,851.57	31,377.80	101.51%	37,208.64
Total 50100 - Marketing & Communications	50,223.86	47,296.13	106.19%	81,361.91
Total 51100 - Annual Meeting	0.00	0.00	0.0%	0.00
51200 - Meals & Registrations	155.04	300.00	51.68%	576.60
Total 51300 - Member Events	2,308.90	0.00	100.0%	2,308.90
Total 51000 - Community Relations	2,463.94	300.00	821.31%	2,885.50
52000 - Sales				

	Feb 18	Budget	% of Budget	Jan - Feb 18
Total 52100 · Tradeshows	3,130.13	850.00	368.25%	8,239.25
52200 · Event Sponsorship & Bid Fees	2,126.13	3,500.00	60.75%	2,204.75
Total 52300 · FAM Tours	400.00	25.00	1,600.0%	600.00
52400 · Client Entertainment	24.94	100.00	24.94%	24.94
Total 52000 · Sales	5,681.20	4,475.00	126.95%	11,068.94
60000 · Operations				
Total 60100 · Personnel Expense	39,084.79	40,744.03	95.93%	85,439.93
Total 60200 · Internet and Technology	2,129.83	2,488.75	85.58%	4,937.07
60310 · Rent & Facility Charges	5,663.01	5,685.94	99.6%	11,263.25
60320 · Equipment	0.00	250.00	0.0%	0.00
60340 · Insurance	1,578.53	0.00	100.0%	1,792.02
60360 · Licenses & Fees	0.00	25.00	0.0%	0.00
60380 · Postage and Shipping	36.30	200.00	18.15%	36.30
Total 60400 · Professional Development	2,046.67	1,880.00	108.87%	2,546.79
60410 · Printing	288.01	400.00	72.0%	685.37
Total 60500 · Professional Fees	105.82	55.00	192.4%	216.32
60550 · Repairs & Maintenance	0.00	0.00	0.0%	0.00
60570 · Supplies	406.56	825.00	49.28%	1,021.84
Total 60580 · Travel Expenses	509.39	1,215.00	41.93%	1,084.85
Total 60600 · Bank Charges	3.65	12.50	29.2%	17.95
Total 60000 · Operations	51,852.56	53,781.22	96.41%	109,041.69
61000 · TPA Administration				
Total 61105 · Marketing & Operations	115.62	20.00	578.1%	224.54
Total 61200 · Professional Fees	2,658.75	2,325.00	114.36%	4,952.92
Total 61000 · TPA Administration	2,774.37	2,345.00	118.31%	5,177.46
Total Expense	112,995.93	108,197.35	104.44%	209,535.50
Net Ordinary Income	-31,113.09	-29,736.91	104.63%	-33,258.69
Total Other Income	71.26	15.00	475.07%	149.93
Net Other Income	71.26	15.00	475.07%	149.93
Net Income	-31,041.83	-29,721.91	104.44%	-33,108.76

**Olympia-Lacey-Tumwater Visitor & Convention Bur
Revenue & Expense Budget Performance - 1
February 2018**

Accrual Basis

	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense			
Income			
40000 - LTAC			
40110 - LTAC-Lacey	13,333.30	100.0%	80,000.00
40120 - LTAC-Olympia	16,666.70	100.0%	100,000.00
40130 - LTAC-Tumwater	4,355.30	100.0%	26,132.00
Total 40000 - LTAC	34,355.30	100.0%	206,132.00
40200 - Membership			
40210 - New Memberships	600.00	233.33%	3,600.00
40220 - Renewing Memberships	2,400.00	177.08%	14,400.00
Total 40200 - Membership	3,000.00	188.33%	18,000.00
40300 - Private Funds			
40310 - Advertising	0.00	0.0%	44,870.00
40320 - Event Income	0.00	0.0%	25,300.00
40330 - In Kind Event Income	0.00	0.0%	15,000.00
40340 - Sponsorship	0.00	100.0%	40,000.00
Total 40300 - Private Funds	0.00	100.0%	125,170.00
40400 - TPA Income			
40410 - TPA Revenue	127,984.52	105.63%	942,023.53
Total 40400 - TPA Income	127,984.52	105.63%	942,023.53
Total Income	165,339.82	106.62%	1,291,325.53
Gross Profit	165,339.82	106.62%	1,291,325.53
Expense			
50100 - Marketing & Communications			
50110 - Advertising	17,816.63	184.35%	216,527.00
50120 - Content Development	5,660.00	100.0%	34,960.00
50130 - Distribution	0.00	0.0%	18,000.00
50140 - Layout & Design	800.00	131.84%	17,300.00
Total 50150 - Media FAM Tours	4,705.00	14.69%	15,000.00
50160 - Membership & Research	1,865.00	184.39%	22,154.00
50170 - Printing & Brochures	0.00	100.0%	14,000.00
Total 50180 - Product & Development	1,125.00	0.0%	22,500.00
Total 50200 - Special Projects	0.00	100.0%	9,000.00
Total 50300 - Visitor Guide	0.00	0.0%	80,870.00
50400 - Website	33,377.80	111.48%	71,883.80
Total 50100 - Marketing & Communications	65,349.43	124.5%	522,194.80
Total 51100 - Annual Meeting	0.00	0.0%	24,750.00
51200 - Meals & Registrations	600.00	96.1%	4,250.00
Total 51300 - Member Events	375.00	615.71%	16,140.00
Total 51000 - Community Relations	975.00	295.95%	45,140.00
52000 - Sales			

	YTD Budget	% of Budget	Annual Budget
Total 52100 · Tradeshows	9,275.00	88.83%	19,560.00
52200 · Event Sponsorship & Bid Fees	3,500.00	62.99%	8,700.00
Total 52300 · FAM Tours	50.00	1,200.0%	1,500.00
52400 · Client Entertainment	200.00	12.47%	1,600.00
Total 52000 · Sales	13,025.00	84.98%	31,360.00
60000 · Operations			
Total 60100 · Personnel Expense	81,488.11	104.85%	494,928.41
Total 60200 · Internet and Technology	4,966.50	99.41%	29,854.00
60310 · Rent & Facility Charges	11,371.84	99.05%	68,231.24
60320 · Equipment	500.00	0.0%	3,000.00
60340 · Insurance	0.00	100.0%	2,900.00
60360 · Licenses & Fees	25.00	0.0%	200.00
60380 · Postage and Shipping	400.00	9.08%	2,500.00
Total 60400 · Professional Development	3,380.00	75.35%	12,980.00
60410 · Printing	775.00	88.44%	4,775.00
Total 60500 · Professional Fees	110.00	196.66%	14,300.00
60550 · Repairs & Maintenance	0.00	0.0%	500.00
60570 · Supplies	1,650.00	61.93%	10,000.00
Total 60580 · Travel Expenses	1,630.00	66.56%	17,075.00
Total 60600 · Bank Charges	25.00	71.8%	275.00
Total 60000 · Operations	106,321.45	102.56%	661,518.65
61000 · TPA Administration			
Total 61105 · Marketing & Operations	35.00	641.54%	3,135.00
Total 61200 · Professional Fees	4,650.00	106.51%	27,900.00
Total 61000 · TPA Administration	4,685.00	110.51%	31,035.00
Total Expense	190,355.88	110.08%	1,291,248.45
Net Ordinary Income	-25,016.06	132.95%	77.08
Total Other Income	30.00	499.77%	200.00
Net Other Income	30.00	499.77%	200.00
Net Income	-24,986.06	132.51%	277.08