



Thurston County Hotel & Motel Commission Meeting Agenda
OrgSupport Offices, 2102 E Carriage Drive SW, Olympia, WA
Monday, June 25, 2018 • 3:30 pm

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

ACTION ITEMS:

- *Shauna Stewart will bring a presentation on U-Trip Software to next meeting.*
- *Shauna Stewart will ask who is taking Nick Durant's place when she goes on Thursday.*

MINUTES

1. Welcome & Call to Order – **Chair Michael Gustaves called the meeting to order at 3:39 pm.**
2. Consent Calendar (items of a routine nature) – **It was moved, seconded, and passed unanimously to approve the consent calendar with the below changes.**
 - a. Approval of April 30, 2018 Minutes –Add Moira Davin and Shauna Stewart to attendance for April 30 Minutes
 - b. Financials
 - c. Acceptance of Resignation by Nick Durant, Yelm Prairie Hotel
3. STR Report – Distributed by Shauna Stewart and discussed. Occupancy rates were down for past 3 months.
4. Marketing & Communications Report – Distributed by Shauna Stewart and discussed.
 - a. The focus is on keeping people and their money here in Thurston County. There was a 15.6% growth in destination spending in 2017.
 - b. The WIAA Golf Tournament is coming to Thurston County for a four year contract starting next year. Estimated 500 rooms a year.
 - c. U-Trip Software has been fully launched for a few months, discussion regarding making it more visible and impactful throughout. There is a background report to show what people are looking at when they use U-trip. *Shauna Stewart will bring a presentation on U-Trip Software to next meeting.*
5. 2019 Budget Discussion – The Budget Survey intention is to a capture revenue and expenses forecast. Summer will be a better indication of where things are going to go financially.
 - a. Discussion regarding market segments and which segment is the most valuable? Getting more sporting events, festivals, tour & travel, weekend events coming to the area would improve the market.
 - b. There are fewer big events happening now than in the past. A number of events aren't happening at all this year. Donor fatigue and volunteer fatigue are a factor. The Visitors Convention Bureau should continue to grow what they are doing.
 - c. Discussion about the value of tracking vs. value of advertising. How should TPA be prioritizing and making decisions around that? Discussion about Adara software. What is needed is a balance of tracking



what is effective and retaining enough money to capitalize on it. If it's balanced spending, there is value in both. Adara could be a valuable investment in the long-run.

- d. Visitor center numbers are trending down, although there are still people who seek out visitors centers and want the maps and pamphlets and the face-to-face contact. Mobile information centers, increasing hospitality training, and kiosks at higher traffic destinations could be a possible solutions to combat the downturn. Partnerships with local chambers and downtown associations is also a possibility.
6. Recommendation to the Board of County Commissioners to Fill Vacant Seat
 - a. Suggestion made to inquire if new Yelm GM could be interested. *Shauna Stewart will ask who is taking Nick Durant's place when she goes on Thursday.* Another suggestion is Cassandra (GM) from La Quinta Tumwater.
7. Items from the Floor – Shauna Stewart has learned through Jack Rabbit that the further away people are they are more likely to book. Olympia is often the half way point on the Canadian or Californian trip. Commissioners regard expanding marketing reach to Oregon or Northern California or Canada.as a good idea.
8. Adjournment – **Chair Michael Gustaves adjourned the meeting at 5:02 pm.**

Next Meeting: August 27, 2018