



Thurston County Tourism Promotion Area Commission Meeting Agenda
Monday, June 27, 2016 • 3:30 pm
Ramada Inn, 4520 Martin Way E, Olympia, WA 98516

AGENDA

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
 - a. Approval of April 25, 2016 Minutes
3. VCB Report – Shauna Stewart
 - a. STR Report
 - b. Marketing and Communications Report
 - c. Financials Review
 - d. Preliminary Budget Requests
4. VCB Membership Program
5. Hoteliers Roundtable
6. Items from the Floor
7. Adjournment

Next Meeting: August 29, 2016



Thurston County Tourism Promotion Area Commission Meeting Agenda

Monday, April 25, 2016 • 3:30 pm

Ramada Inn, 4520 Martin Way E, Olympia, WA 98516

ATTENDEES: Jeetu Chaudhry, Chami Ro, Natasha Jenkins, Valerie Walters, Ryan Kang, Sandra Romero (Ex Officio), Shauna Stewart (VCB staff), Craig Ottavelli (staff)

MINUTES

1. Welcome & Call to Order – **Natasha Jenkins called the meeting to order at 3:45 pm.**
2. Consent Calendar (items of a routine nature) – **It was moved, second, passed, with Chami Ro abstaining, to approve the consent calendar as presented.**
 - a. Approval of February 29, 2016 Minutes
3. VCB Report – Shauna Stewart
4. STR Report – Ms. Stewart presented the 2016 Q1 STR report. To share the entire county-wide report is in violation of the agreement with STR. The allowed data is included with each report to the Commission.
 - a. Marketing and Communications Report – Ms. Stewart distributed a monthly VCB update and shared information on the most recent efforts of the VCB. The VCB is currently seeking a marketing manager and welcomes recommendations and applications. Commissioners discussed 2016 outcomes based goal tracking. The destination identity initiative was reported on, though not included on the scorecard. Anticipated rollout for the new branding efforts is summer 2016.
 - b. The Commission would like a clear process for soliciting and securing conference bookings such as GNAC.
5. Financials Review – Commissioners reviewed the financials and the principal activities of the VCB. Future financials will include YTD percentages.
6. VCB Membership Program
 - a. Currently, any organization that supports the mission of the VCB can become a member. Ms. Stewart asked for Commission input on future VCB membership policies. The draft policies and procedures will come to the Commission for review and feedback prior to adoption.
 - i. Free Web Listings? Consensus of commissioners is that the VCB should do away with the free web listing program.
 - ii. Allow out of county members? Consensus of the commissioners is to allow out of county members that are not lodging properties and to maintain a different pricing structure for these members.
7. Hoteliers Roundtable
 - a. The County Lodging Association met in April and elected a new president. The association plans to continue meeting to discuss issues and concerns of properties. Further discussion elaborated on the need for a safe forum for hoteliers to discuss issues of concern and to lobby the Hotel and Motel Commission. The Commissioners discussed ensuring their participation did not violate the OPMA, and possibly identifying a liaison to the association.
8. Items from the Floor
9. Adjournment – **With no further business the meeting was adjourned at 5:30 PM.**

Olympia-Lacey-Tumwater Visitor & Convention Bureau Revenue & Expense Budget Performance May 2016

	May 16	Budget	% of Budget	Jan - May 16	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
LTAC							
LTAC-Lacey	0.00	0.00	0.0%	20,000.00	20,000.00	100.0%	80,000.00
LTAC-Olympia	8,333.33	8,333.33	100.0%	41,666.65	41,666.65	100.0%	100,000.00
LTAC-Tumwater	1,833.33	1,833.33	100.0%	9,166.65	9,166.65	100.0%	22,000.00
Total LTAC	10,166.66	10,166.66	100.0%	70,833.30	70,833.30	100.0%	202,000.00
Total Membership	1,600.00	3,000.00	53.33%	5,810.00	15,000.00	38.73%	36,000.00
Advertising	0.00	0.00	0.0%	261.60	0.00	100.0%	18,125.00
Event Income	6,932.78	5,000.00	138.66%	8,932.78	5,750.00	155.35%	8,000.00
In Kind Event Income	5,000.00	6,875.00	72.73%	5,000.00	6,875.00	72.73%	6,875.00
Sponsorship	2,750.00	0.00	100.0%	12,750.00	5,000.00	255.0%	5,000.00
Total Private Funds	14,682.78	11,875.00	123.64%	26,944.38	17,625.00	152.88%	38,000.00
TPA Revenue	56,023.44	51,378.39	109.04%	272,224.31	265,482.74	102.54%	725,931.86
Total TPA Income	56,023.44	51,378.39	109.04%	272,224.31	265,482.74	102.54%	725,931.86
Total Income	82,472.88	76,420.05	107.92%	375,811.99	368,941.04	101.86%	1,001,931.86
Gross Profit	82,472.88	76,420.05	107.92%	375,811.99	368,941.04	101.86%	1,001,931.86
Expense							
Total Annual Meeting	6,810.76	6,300.00	108.11%	6,818.29	7,800.00	87.41%	7,800.00
Meals & Registrations	294.05	450.00	65.34%	1,159.98	1,950.00	59.49%	4,500.00
Total Member Events	30.00	8.50	352.94%	30.00	302.50	9.92%	1,140.00
Total Community Relations	7,134.81	6,758.50	105.57%	8,008.27	10,052.50	79.66%	13,440.00
Marketing & Communications							
Advertising	1,644.16	8,650.00	19.01%	24,299.55	51,667.00	47.03%	114,267.00
Content Development	3,882.88	2,833.33	137.04%	15,507.04	14,166.65	109.46%	34,000.00
Distribution	0.00	0.00	0.0%	2,214.40	17,550.00	12.62%	29,000.00
Layout & Design	1,750.00	1,000.00	175.0%	3,764.11	5,000.00	75.28%	54,000.00
Total Media FAM Tours	0.00	1,500.00	0.0%	487.40	7,500.00	6.5%	18,000.00
Membership & Research	0.00	0.00	0.0%	4,565.00	4,225.00	108.05%	8,500.00
Total Other	15,569.74	15,000.00	103.8%	63,656.80	106,575.00	59.73%	106,575.00
Printing & Brochures	222.84	0.00	100.0%	4,051.38	7,000.00	57.88%	15,900.00
Total Product & Development	0.00	0.00	0.0%	2,395.00	5,905.00	40.56%	34,500.00
Promotional Items	0.00	250.00	0.0%	0.00	250.00	0.0%	1,000.00
Total Visitor Guide	11,105.78	0.00	100.0%	11,105.78	0.00	100.0%	53,875.00
Website	0.00	2,763.92	0.0%	3,463.60	33,819.60	10.24%	55,667.00
Total Marketing & Communication	34,175.40	31,997.25	106.81%	135,510.06	253,658.25	53.42%	525,284.00
Total Bank Charges	0.00	45.00	0.0%	32.25	225.00	14.33%	540.00
Equipment	141.44	1,300.00	10.88%	406.89	1,300.00	31.3%	3,300.00
Insurance	0.00	0.00	0.0%	2,036.00	1,500.00	135.73%	2,600.00
Total Internet and Technology	1,385.87	1,671.92	82.89%	8,979.35	8,359.60	107.41%	20,063.00
Licenses & Fees	0.00	10.00	0.0%	130.00	140.00	92.86%	210.00
Total Personnel Expense	32,098.39	37,466.84	85.67%	158,084.34	177,334.20	89.15%	426,102.00
Postage	135.07	105.00	128.64%	834.63	525.00	158.98%	1,260.00
Printing	261.92	316.67	82.71%	1,532.85	1,583.35	96.81%	3,800.00
Total Professional Development	2,705.19	0.00	100.0%	4,376.01	3,450.00	126.84%	7,095.00

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

May 2016

	May 16	Budget	% of Budget	Jan - May 16	YTD Budget	% of Budget	Annual Budget
Total Professional Fees	0.00	0.00	0.0%	1,060.00	3,600.00	29.44%	15,000.00
Recurring Contract Services	216.85	225.00	96.38%	1,148.42	1,125.00	102.08%	2,875.00
Registration Fees	-50.00	0.00	100.0%	1,020.00	965.00	105.7%	965.00
Rent & Facility Charges	1,769.27	1,918.56	92.22%	8,110.35	8,592.95	94.38%	21,023.00
Supplies	609.59	650.00	93.78%	2,967.38	3,250.00	91.3%	8,050.00
Total Travel Expenses	298.12	685.00	43.52%	1,519.43	6,330.00	24.0%	14,500.00
Total Operations	39,571.71	44,393.99	89.14%	192,237.90	218,280.10	88.07%	527,383.00
Event Sponsorship & Bid Fee	1,005.30	0.00	100.0%	5,828.48	8,500.00	68.57%	14,500.00
Total FAM Tours	0.00	0.00	0.0%	809.89	1,650.00	49.08%	3,500.00
Total Tradeshow	668.48	0.00	100.0%	8,080.27	9,346.00	86.46%	27,421.00
Total Sales	1,673.78	0.00	100.0%	14,718.64	19,496.00	75.5%	45,421.00
Total Internet & Technology	0.00	0.00	0.0%	0.00	350.00	0.0%	350.00
Total Marketing & Operations	2,004.10	30.00	6,680.33%	2,023.55	2,200.00	91.98%	2,410.00
Total Professional Fees	2,182.17	2,181.92	100.01%	10,728.68	10,909.60	98.34%	26,183.00
Total TPA Administration	4,186.27	2,211.92	189.26%	12,752.23	13,459.60	94.74%	28,943.00
Total Expense	86,741.97	85,361.66	101.62%	363,227.10	514,946.45	70.54%	1,140,471.00
Net Ordinary Income	-4,269.09	-8,941.61	47.74%	12,584.89	-146,005.41	-8.62%	-138,539.14
Net Other Income	0.00			69.27			
	-4,269.09	-8,941.61	47.74%	12,654.16	-146,005.41	-8.67%	-138,539.14

* TPA Carry Forward 2015

140,000.00

Net Income

1460.86