



Thurston County Tourism Promotion Area Commission Meeting Agenda
Monday, August 29, 2016 • 3:30 pm
OrgSupport Office, 2637 12th Ct SW, Olympia, WA 98502

ATTENDEES: DeEsta Denver, Chami Ro (via phone), Denise Hibbeln, Valerie Walters, Sandra Romero, Moira Davin, Shauna Stewart, Craig Ottavelli (staff)

ACTION ITEMS:

- The OLTVCB will distribute byway brochures to area properties as available.

MINUTES

1. Welcome & Call to Order – **Chair Denise Hibbeln called the meeting to order at 3:35 pm.**
2. Approval of June 27, 2016 Minutes – **It was moved, second, passed unanimously to approve the consent calendar as presented.**
3. VCB Report – Shauna Stewart introduced Moira Davin to present on the STR Report and marketing and communications.
 - a. STR Report – Estimating a small decrease in occupancy for 2017.
 - b. Marketing and Communications Report – Media presence has been high. New bountiful byway materials and website are available. *The OLTVCB will distribute byway brochures to area properties as available.*
 - c. Financials Review – Commissioners reviewed TPA revenue and expense information.
 - d. VCB 2017 Budget Review – Shauna Stewart distributed and presented the draft 2017 budget for review. The process is for the Tourism Promotion Area Commission to review the draft budget and forward the document with a recommendation to the Thurston Board of County Commissioners for approval. The budgeting process included a survey of properties and inclusion of STR report data. **It was moved, second, passed unanimously to approve the Tourism Promotion Area Budget as presented by Shauna Stewart on behalf of the OLTVCB Board of Directors and to forward the budget to the Thurston Board of County Commissioners for approval.**
 - e. VCB Destination Branding Update – Shauna Stewart presented the research and outcomes of the five step branding approach the OLTVCB has undertaken.
4. Hoteliers Roundtable
 - a. David Robbins, president of the Thurston County Lodging Association shared that he is working on coordinating the Association and planning their activities.
 - b. Commissioners discussed vaping and smoking regulations.
5. Items from the Floor
 - a. Commissioner Natasha Jenkins accepted a new position outside the Tourism Promotion Area boundaries. Consistent with past practices commissioners concurred that Ms. Jenkins will be removed as a commissioner and a recommendation for a replacement made to the Thurston Board of County Commissioners. **It was moved, second, passed unanimously to remove Natasha Jenkins from the Thurston County Hotel and Motel Commission.** Commissioner



Ro recommended Michael Gustaves from the Ramada Inn as a commissioner.

6. Adjournment – **Chair Hibbeln adjourned the meeting at 4:55 pm.**

Next Meeting: October 31, 2016