



**Thurston County Tourism Promotion Area Commission Meeting Agenda**

**Monday, April 25, 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 February 29, 2016 Minutes
3. VCB Report – Shauna Stewart
  - a. STR Report
  - b. Marketing and Communications Report
  - c. Financials Review
4. VCB Membership Program
5. Hoteliers Roundtable
6. Items from the Floor
7. Adjournment

**Next Meeting: June 27, 2016**



## Thurston County Tourism Promotion Area Commission Meeting

Monday, February 29, 2016 • 3:30 pm

OrgSupport • 1520 A Irving Street SW, Tumwater, WA 98512

**ATTENDEES:** DeEsta Denver, Jeetu Chaudhry, Denise Hibbeln, Natasha Jenkins, Valerie Walters, Ryan Kang, Craig Ottavelli (staff)

### MINUTES

1. Welcome & Call to Order – **Chair Hibbeln called the meeting to order at 3:35 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 October 26, 2015 Minutes
3. Commission Appointments Recommendations – **It was moved, second, passed unanimously to request the board of county commissioners appoint Natasha Jenkins to a new term ending June 2017.**
4. Thurston Bountiful Byway Presentation – Commissioner Romero presented on the Thurston Bountiful Byway program and commissioners discussed the benefits to the community realized from the program. Byway membership program materials were distributed.
5. VCB Report – Ms. Shauna Stewart, VCB Executive Director
  - a. STR Report – The VCB has been reporting data which is not authorized for release. Future reports will include only those numbers the STR contract allows.
  - b. Marketing and Communications Report – Ms. Stewart shared the goal tracking and objectives for 2015-16 and distributed the 2016 VCB Marketing and Business Plan and Scorecard at a Glance. The VCB is reevaluating the current vision and anticipating a new and more strategic orientation. Destination Marketing Association International (DMAI) accreditation is planned for July 2017.
  - c. Financials Review – Commissioners reviewed financials and noted the approximately \$140,000 carryover from 2015.
6. Items from the Floor
  - a. New meeting location – OrgSupport reported they are moving to a new physical office. The new space will have conference room space, which may be large enough to accommodate the Hotel & Motel Commission meetings. If the space is not sufficiently large, a new meeting space will be identified working with Chair Hibbeln. Commissioners that would like to host the commission meetings on a regular basis are asked to volunteer space by contacting [info@tpacommission.org](mailto:info@tpacommission.org).
7. Hoteliers Roundtable
  - a. Denise Hibbeln reported they hosted a large filming crew that worked in the Pacific Northwest over an extended period between November and late December. The rumor is that they enjoyed filming in the region and they may be returning for additional work.
8. Open Public Meeting Act Training – Commissioners received training via the Attorney General's Office Open Public Meetings Act Training video located at [https://www.youtube.com/watch?v=n3B7\\_Xm3I8c](https://www.youtube.com/watch?v=n3B7_Xm3I8c).
9. Adjournment – **Chair Hibbeln adjourned the meeting at 5:20 pm.**

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

	Mar 16	Budget	Jan - Mar 16	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
<b>LTAC</b>					
<b>LTAC-Lacey</b>	20,000.00	20,000.00	20,000.00	20,000.00	80,000.00
<b>LTAC-Olympia</b>	8,333.33	8,333.33	24,999.99	24,999.99	100,000.00
<b>LTAC-Tumwater</b>	1,833.33	1,833.33	5,499.99	5,499.99	22,000.00
<b>Total LTAC</b>	30,166.66	30,166.66	50,499.98	50,499.98	202,000.00
<b>New Memberships</b>	700.00	600.00	2,500.00	1,800.00	7,200.00
<b>Renewing Memberships</b>	600.00	2,400.00	2,150.00	7,200.00	28,800.00
<b>Trade</b>	-340.00		-940.00		
<b>Total Membership</b>	960.00	3,000.00	3,710.00	9,000.00	36,000.00
<b>Advertising</b>	0.00	0.00	261.60	0.00	18,125.00
<b>Event Income</b>	0.00	750.00	0.00	750.00	8,000.00
<b>In Kind Event Income</b>	0.00	0.00	0.00	0.00	6,875.00
<b>Sponsorship</b>	7,000.00	0.00	12,000.00	5,000.00	5,000.00
<b>Total Private Funds</b>	7,000.00	750.00	12,261.60	5,750.00	38,000.00
<b>TPA Revenue</b>	52,563.76	56,244.63	159,726.90	163,246.17	725,931.86
<b>Total TPA Income</b>	52,563.76	56,244.63	159,726.90	163,246.17	725,931.86
<b>Total Income</b>	90,690.42	90,161.29	226,198.48	228,496.15	1,001,931.86
<b>Gross Profit</b>	90,690.42	90,161.29	226,198.48	228,496.15	1,001,931.86
<b>Expense</b>					
<b>Community Relations</b>					
<b>Total Annual Meeting</b>	0.00	750.00	7.53	750.00	7,800.00
<b>Meals &amp; Registrations</b>	382.71	450.00	777.22	1,050.00	4,500.00
<b>Total Member Events</b>	0.00	268.50	0.00	285.50	1,140.00
<b>Total Community Relations</b>	382.71	1,468.50	784.75	2,085.50	13,440.00
<b>Marketing &amp; Communications</b>					
<b>Advertising</b>	5,181.49	11,850.00	19,565.91	30,350.00	114,267.00
<b>Content Development</b>	2,830.00	2,833.33	8,490.00	8,499.99	34,000.00
<b>Distribution</b>	0.00	8,000.00	2,214.40	10,050.00	29,000.00
<b>Layout &amp; Design</b>	285.00	1,000.00	1,899.11	3,000.00	54,000.00
<b>Total Media FAM Tours</b>	239.50	1,500.00	392.38	4,500.00	18,000.00
<b>Membership &amp; Research</b>	3,300.00	3,525.00	4,565.00	4,225.00	8,500.00
<b>Total Other</b>	1,914.88	35,000.00	36,914.88	76,575.00	106,575.00
<b>Printing &amp; Brochures</b>	2,482.93	2,600.00	3,828.54	6,000.00	15,900.00
<b>Total Product &amp; Development</b>	0.00	0.00	2,395.00	2,000.00	34,500.00
<b>Promotional Items</b>	0.00	0.00	0.00	0.00	1,000.00
<b>Total Visitor Guide</b>	0.00	0.00	0.00	0.00	53,875.00
<b>Website</b>	0.00	2,763.92	0.00	8,291.76	55,667.00
<b>Total Marketing &amp; Communications</b>	16,233.80	69,072.25	80,265.22	153,491.75	525,284.00
<b>Total Bank Charges</b>	17.95	45.00	32.25	135.00	540.00
<b>Equipment</b>	0.00	0.00	156.67	0.00	3,300.00
<b>Insurance</b>	2,036.00	1,500.00	2,036.00	1,500.00	2,600.00
<b>Total Internet and Technology</b>	1,611.29	1,671.92	5,426.84	5,015.76	20,063.00
<b>Licenses &amp; Fees</b>	0.00	0.00	130.00	130.00	210.00

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

	Mar 16	Budget	Jan - Mar 16	YTD Budget	Annual Budget
<b>Total Personnel Expense</b>	36,018.93	34,966.84	96,115.97	104,900.52	426,102.00
Postage	213.86	105.00	492.40	315.00	1,260.00
Printing	204.22	316.67	1,081.44	950.01	3,800.00
<b>Total Professional Development</b>	-175.00	0.00	1,575.00	1,750.00	7,095.00
<b>Total Professional Fees</b>	1,000.00	0.00	1,060.00	2,600.00	15,000.00
Recurring Contract Services	274.65	225.00	714.72	675.00	2,875.00
Registration Fees	0.00	0.00	75.00	965.00	965.00
Rent & Facility Charges	1,585.27	1,585.27	4,755.81	4,755.81	21,023.00
Supplies	630.12	650.00	1,766.86	1,950.00	8,050.00
<b>Total Travel Expenses</b>	395.71	2,185.00	929.47	3,460.00	14,500.00
<b>Total Operations</b>	43,813.00	43,250.70	116,348.43	129,102.10	527,383.00
<b>Sales</b>					
Event Sponsorship & Bid Fees	4,509.79	5,000.00	4,656.21	5,000.00	14,500.00
<b>Total FAM Tours</b>	25.75	325.00	809.89	1,325.00	3,500.00
<b>Total Tradeshows</b>	5,123.75	2,601.00	7,411.79	8,621.00	27,421.00
<b>Total Sales</b>	9,659.29	7,926.00	12,877.89	14,946.00	45,421.00
<b>TPA Administration</b>					
Total Internet & Technology	0.00	0.00	0.00	350.00	350.00
<b>Total Marketing &amp; Operations</b>	14.75	2,030.00	14.75	2,140.00	2,410.00
<b>Total Professional Fees</b>	4,182.17	2,181.92	6,364.34	6,545.76	26,183.00
<b>Total TPA Administration</b>	4,196.92	4,211.92	6,379.09	9,035.76	28,943.00
<b>Total Expense</b>	74,285.72	125,929.37	216,655.38	308,661.11	1,140,471.00
	<b>16,404.70</b>	<b>-35,768.08</b>	<b>9,543.10</b>	<b>-80,164.96</b>	<b>-138,539.14</b>
* TPA Carry Forward 2015				140,000.00	
				1460.86	