



Thurston County Hotel & Motel Commission Meeting Agenda
Monday, April 29, 2019 • 3:30 pm

MINUTES

1. Welcome & Call to Order – **Chair Gustaves called the meeting to order at 3:55 pm.**
2. Roll Call – **Chair Gustaves called roll and established a quorum.**

Present:

- a. Michael Gustaves (via phone)
- b. Jeetu Chaudhry
- c. Greg Taylor
- d. Russ Hickey
- e. John Hutchings (Ex Officio)

3. Consent Calendar – **It was moved, second, passed unanimously to approve the Consent Calendar as presented.**
 - a. Approval of February 25, 2019 Minutes
 - b. Financials
 - c. Acceptance of resignation of Gabriella Gonzales
4. STR Report – Shauna Stewart shared the only open properties not reporting are the Olympia Inn, Holley Motel, and Prairie Hotel. March occupancy was up nearly 9 percent and ADR nearly 8 percent.
5. Marketing & Communications Report – Commissioners received a copy of the March 2019 report. USA Today and Expedia are visiting in June. The next visitor guide is in development. The publisher handles principal photography, design, layout, and more under a broadly sweeping agreement. A new feature of the next guide will be a focus on the local music scene.
 - a. Attended DMA West conference
 - b. Booked National Guard, Up With People Tour, Mixed West Nationals, the Seattle Tourism Authority, Ask Consulting
6. Items from the Floor
 - a. Tribal Participation in TPA
 - i. Shauna Stewart is in communications with the Lucky Eagle and Chehalis tribe about a funding partnership. With all tribal communications, the current proposition is exploring aligning the tribes with existing community-oriented resources.
 - ii. Little Creek and the Squaxin Tribe are in discussion with Shauna Stewart about participating as a partner with the Hotel & Motel Commission. Commissioners discussed the pros and cons of engaging with out-of-county properties.



- iii. Commissioners suggested participation by tribal properties would need to provide evidence that their inclusion would increase rooms sold. Past evidence suggests increased VCB budget translates to increased rooms sold.

7. Adjournment – **With no further business, Chair Gustaves adjourned the meeting at 4:30 pm.**

Next Meeting: June 24, 2019