



Thurston County Hotel & Motel Commission Meeting Agenda
Monday, December 16, 2019 • 3:30 pm

AGENDA

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
 - a. Approval of October 28th, 2019 Minutes
 - b. Financials
 - c. Accept Michael Gustavas Resignation
3. Elect New Chair
4. Marketing & Communications Report
5. TPA Administration
6. Items from the Floor
7. Adjournment

Next Meeting:



Thurston County Hotel & Motel Commission Meeting Agenda

Monday, October 28, 2019 • 3:30 pm

ATTENDEES: Jeetu Chaudhry, Russ Hickey, Michael Gustaves, Anmol Singh, Meghan Payne, Craig Ottavelli (staff) Kelly Campbell (staff), Jeff Bowe (staff), Shauna Stewart (staff)

ACTION ITEMS:

- Jeetu Chaudhry will contact Commissioner Ro to determine if she wishes to continue as a Commissioner.

MINUTES:

1. Welcome & Call to Order – Chair Michael Gustaves
2. Consent Calendar – **It was moved, second, passed unanimously to approve the Consent Calendar as presented.**
 - a. Approval of August 26, 2019 Minutes
 - b. Financials
3. Marketing & Communications Report – Shauna Stewart shared the changes since August – principally the transition of visitor services to better meet visitors where they are found in the community. A call center is open along with a text line, and the Capital Campus visitor center is closed. Other partners around the community are providing collateral and brochures.
 - a. The Certified Training and Ambassador program will prepare and equip those persons that will interact with visitors. The process of developing the curriculum is just beginning and will likely require 6 months to create.
 - b. Business card size information cards are available for properties to facilitate directing visitors to local resources. The next iteration of the card will include the VCB URL.
 - c. The September Scorecard was distributed to Commissioners.
 - d. Commissioners discussed the gaming industry and the opportunities presented by gaming tournaments, conventions, etc. The VCB staff is looking and the composition of the Sports Advisory Committee to ensure representation that reflects demographic changes and the surge in e-sports popularity.
 - e. The tabletop gaming industry is also growing and active in the northwest.
 - f. Multiple familiarization tours targeting different segments of the industry have happened and are planned.
4. Nominations Procedure – Commissioners reviewed a draft proposal for a change to the nomination and selection process. **It was moved, second, passed unanimously to adopt the Commissioner Nominations and Selection Process as presented.**



5. Commissioner Nominations – Commissioners interviewed Meghan Payne, sharing information about Commission service and enquiring about background and experience. **It was moved, second, passed unanimously to recommend Meghan Payne to the Board of County Commissioners for appointment to the Thurston County Hotel and Motel Commission.**
 - a. Andrew Shin – LaQuinta – Lacey – *Jeetu Chaudhry will contact Commissioner Ro to determine if she wishes to continue as a Commissioner*; in the event Commissioner Ro does not wish to serve another term, Commissioner Chaudhry will communicate with Andrew Shin to learn if he is interested in Commission service.
Meghan Payne – DoubleTree
6. Contract Renewal – OrgSupport is in contact with Thurston County about renewal of the contract with the VCB for TPA administration. The County recommended a simple process whereby the contract renewal would appear on a consent agenda for the Board of County Commission.
7. Items from the Floor – None.
8. Adjournment – **With no further business Chair Gustaves adjourned the meeting at 4:40 pm.**

Next Meeting: December 16, 2019

Olympia-Lacey-Tumwater Visitor & Convention Bureau

Profit & Loss Budget Performance

October 2019

Accrual Basis

	Oct 19	Budget	% of Budget	Jan - Oct 19	YTD Budget	Annual Budget
Income						
40000 · LTAC						
40110 · LTAC-Lacey	0.00	0.00	0.0%	60,000.00	60,000.00	80,000.00
40115 · LTAC - Lacey Sports	0.00	0.00	0.0%	15,000.00	15,000.00	20,000.00
40120 · LTAC-Olympia	0.00	8,333.34	0.0%	73,778.37	83,333.40	100,000.00
40125 · LTAC-Olympia Sports	0.00	1,250.00	0.0%	15,000.00	12,500.00	15,000.00
40130 · LTAC-Tumwater	0.00	2,350.17	0.0%	28,202.00	23,501.70	28,202.00
40135 · LTAC -Tumwater Sports	0.00	544.17	0.0%	6,530.00	5,441.70	6,530.00
Total 40000 · LTAC	0.00	12,477.68	0.0%	198,510.37	199,776.80	249,732.00
40200 · Membership						
40210 · New Memberships	200.00	400.00	50.0%	3,300.00	3,700.00	4,400.00
40220 · Renewing Memberships	1,000.00	1,600.00	62.5%	17,900.00	14,800.00	17,500.00
40230 · Trade Membership	0.00			3,198.00		
Total 40200 · Membership	1,200.00	2,000.00	60.0%	24,398.00	18,500.00	21,900.00
40300 · Private Funds						
40310 · Advertising	0.00	0.00	0.0%	77,206.00	44,870.00	44,870.00
40320 · Event Income & Sponsorships	530.00	0.00	100.0%	15,170.00	16,900.00	16,900.00
40330 · In Kind Income	0.00	0.00	0.0%	18,371.76	18,800.00	18,800.00
40340 · Sponsorship Tourism	0.00	0.00	0.0%	47,500.00	62,500.00	62,500.00
Total 40300 · Private Funds	530.00	0.00	100.0%	158,247.76	143,070.00	143,070.00
40400 · TPA Income						
40410 · TPA Revenue	99,057.93	98,781.08	100.28%	762,436.01	765,511.00	942,023.53
Total 40400 · TPA Income	99,057.93	98,781.08	100.28%	762,436.01	765,511.00	942,023.53
Total Income	100,787.93	113,258.76	88.99%	1,143,592.14	1,126,857.80	1,356,725.53
Gross Profit	100,787.93	113,258.76	88.99%	1,143,592.14	1,126,857.80	1,356,725.53
Expense						
50100 · Marketing & Communications						
50110 · Advertising	9,110.91	11,233.34	81.11%	117,565.57	129,188.32	153,650.00
50120 · Content Development	3,630.00	4,201.43	86.4%	37,627.62	36,157.15	44,560.00
50130 · Distribution	0.00	0.00	0.0%	18,710.15	15,000.00	15,000.00
50140 · Layout & Design	504.00	5,083.34	9.92%	6,081.85	17,133.36	19,800.00
50150 · Media FAM Tours	0.00	1,216.67	0.0%	7,055.68	12,516.70	15,000.00
50160 · Membership & Research	0.00	0.00	0.0%	16,468.68	20,350.00	20,460.00
50170 · Printing & Brochures	0.00	916.67	0.0%	6,527.57	8,166.70	11,000.00
50180 · Product & Development	3,527.87	1,250.00	282.23%	7,236.87	11,500.00	16,500.00
50190 · Promotional Items	0.00	0.00	0.0%	40.64	1,000.00	2,000.00
50200 · Special Projects	0.00	0.00	0.0%	0.00	3,000.00	3,000.00
50250 · In Kind Marketing Expense	0.00			600.75		
50300 · Visitor Guide	0.00	0.00	0.0%	115,285.00	83,870.00	83,870.00
50400 · Website	10,942.50	18,212.00	60.08%	52,902.98	69,602.00	80,982.00

	Oct 19	Budget	% of Budget	Jan - Oct 19	YTD Budget	Annual Budget
50500 - Visitor Services	0.00			200.00		
Total 50100 - Marketing & Communication	27,715.28	42,113.45	65.81%	386,303.36	407,484.23	465,822.00
51000 - Community Relations						
51100 - Annual Meeting	0.00	0.00	0.0%	15,906.46	0.00	0.00
51200 - Meals & Registrations	212.85	383.34	55.53%	1,353.10	3,833.40	4,600.00
51300 - Member Events	97.39	75.00	129.85%	16,825.72	42,270.00	42,645.00
Total 51000 - Community Relations	310.24	458.34	67.69%	34,085.28	46,103.40	47,245.00
52000 - Sales						
52100 - Tradeshows & Sales Mission	32.00	0.00	100.0%	8,767.61	10,460.00	16,685.00
52200 - Event Sponsorship & Bid Fees	1,532.00	1,200.00	127.67%	27,302.49	28,800.00	34,500.00
52250 - In Kind Sales Expense	0.00			400.00		
52300 - FAM Tours	1,357.41	275.00	493.6%	1,357.41	2,750.00	3,300.00
52400 - Client Entertainment	0.00	0.00	0.0%	1,373.05	5,350.00	5,350.00
Total 52000 - Sales	2,921.41	1,475.00	198.06%	39,200.56	47,360.00	59,835.00
60000 - Operations						
60100 - Personnel Expense	43,567.03	44,580.22	97.73%	443,825.17	470,230.81	562,391.25
60200 - Internet and Technology	1,916.87	2,825.00	67.85%	25,237.54	28,296.00	33,946.00
60310 - Rent & Facility Charges	5,135.99	5,834.94	88.02%	58,414.66	58,349.36	70,019.24
60320 - Equipment	0.00	0.00	0.0%	0.00	500.00	3,500.00
60340 - Insurance	-341.00	0.00	100.0%	2,953.50	3,100.00	3,100.00
60360 - Licenses & Fees	0.00	10.00	0.0%	104.98	200.00	200.00
60380 - Postage and Shipping	0.00	100.00	0.0%	1,150.59	1,750.00	2,100.00
60400 - Professional Development	388.59	0.00	100.0%	13,924.74	13,010.00	13,010.00
60410 - Printing	261.57	410.00	63.8%	3,029.50	4,105.00	4,925.00
60500 - Professional Fees	92.00	2,605.00	3.53%	2,058.50	7,115.00	7,475.00
60550 - Repairs & Maintenance	0.00	50.00	0.0%	0.00	400.00	500.00
60570 - Supplies	337.10	708.34	47.59%	2,863.32	7,083.32	8,500.00
60580 - Travel Expenses	1,136.89	2,400.00	47.37%	12,388.85	18,135.00	19,285.00
60600 - Bank Charges	7.15	15.00	47.67%	203.85	266.00	328.00
60700 - Bad Debt/Write Off	0.00			200.00		
Total 60000 - Operations	52,502.19	59,538.50	88.18%	566,355.20	612,540.49	729,279.49
61000 - TPA Administration						
61105 - Marketing & Operations	45.74	35.00	130.69%	2,540.03	2,835.00	2,835.00
61200 - Professional Fees	2,676.42	2,725.00	98.22%	26,746.53	27,250.00	32,700.00
Total 61000 - TPA Administration	2,722.16	2,760.00	98.63%	29,286.56	30,085.00	35,535.00
Total Expense	86,171.28	106,345.29	81.03%	1,055,230.96	1,143,573.12	1,337,716.49
	14,616.65	6,913.47	211.42%	88,361.18	-16,715.32	19,009.04
Other Income	248.80	29.17	852.93%	2,391.58	291.66	350.00
	248.80	29.17	852.93%	2,391.58	291.66	350.00
Net Income	14,865.45	6,942.64	214.12%	90,752.76	-16,423.66	19,359.04