



**Thurston County Hotel & Motel Commission Meeting Agenda
OrgSupport Offices, 2102 E Carriage Drive SW, Olympia, WA
Monday, February 25, 2019 • 3:30pm**

ATTENDEES: Greg Taylor, Russ Hickey, Michael Gustaves, Angie Evans, Shauna Stewart

ACTION ITEMS

- Shauna will see if it is possible to get a list of hotels that are reporting to STR.
- Shauna will reach out to County Commissioner and try to establish a time for him to meet with TPA.

MINUTES

1. Welcome & Call to Order

- **Meeting called to order at 3:33pm**

2. Consent Calendar (items of a routine nature)

- Approval of December 3, 2018 minutes
- Financials

Motion to approve consent calendar as presented raised, second, unanimous approval.
OrgSupport will verify email addresses of all commissioners and ensure that they all receive meeting reminders and board packets.

3. 2019 Budget Update

- TPA does not conduct budget revisions until midyear. Shauna presented a verbal update for commissioners.
- A formal budget revision will be presented to the TPA in the summer, and then will be presented to the board of county commissioners for approval.
- In 2018, VCB consolidated coordinator positions when two of them became available – they have hired one staff person to take on the responsibility.

4. STR Report

- Shauna distributed the STR Report to TPA – commissioners reviewed the data therein and indicated that their numbers reflected similar trends.
- Russel asked if it was possible to get a list of who reports – *Shauna will follow up to see if it is possible to get a list of hotels that are reporting to STR.*

5. Marketing & Communications Report

- Every year with the legislators coming in, the VCB offers welcome bags.
- VCB had a team that volunteered with the Thurston County Point-in-Time Census – the VCB team was dedicated to the East Olympia side.



- On the scorecard, Group Sales Goals were previously lumped together – in this report, and on future reports, sports goals will be broken out so that it will be more transparent and easier to track throughout the month.
- We are on pace to make our annual goals based on the time of year, and based on the month of reporting,
- The strategy hasn't changed a lot since 2018. Key markets are conferences and conventions, weddings, sports organizers, and tour and travel groups.
- VCB has participated in three trade shows so far this year. One was a tourism trade show in LA, and two were wedding trade shows.
- Meetings and conventions market – VCB will continue to use our contacts with the Washington Society of Association Executives to get them to return for board meetings, workshops and annual meetings. VCB are also active with Meeting Professionals International.
- Leads that we are trying to procure – Planners involved with organizations that make sense with the industry that we have involved in our county. Thurston County would be a logical place as an information hub for that industry.
- Food Processing is also a big Thurston County Industry to tap into – that could mean doing more food shows, or agricultural type conferences.
- Washington State Trails Coalition & Washington Museum Association are being actively pursued as groups to bring events and conventions to the area.
- If there are clients that hotels are having a hard time selling, refer them to the VCB to sell Olympia as a destination.
- Sports
 - A lot of VCB sales time is being spent on sports.
 - WIAA keeps coming back to use our golf courses, which is great.
 - E-sports event discussion is in the works – there are a lot of avenues that we can go down with e-sports. VCB sent out leads for 4 e-sports tournaments last year.
 - LANFest is interested in coming to the area and is interested in Evergreen. If we can get an agreement with the college, it would be twice a year. They are currently using the Puyallup Fairgrounds and are looking to leave.
 - Flag Football World Championship Tour – Jeff is following up with them, and they are interested in coming to the area. The director loved the RAC. The event would occur over Labor Day Weekend with 30 teams and tons of spectators.
- Sports Complexes
 - Lacey has hired a consultant called Hundan and have done a phase 1 feasibility study to identify the need for a sports complex in the area. They will be embarking on a phase 2 feasibility study to put more detail and analysis about what the facility would look like, how much would it cost, what would the funding model look like.

6. Items from the Floor

- *Shauna will reach out to County Commissioner and try to establish a time for him to meet with TPA.*
- Annual meeting is in May at Stanfort Retreat Center at Camp Solomon Schlechter. The annual meeting is titled 'Camp Beyond', and will be a TED Talk Style Format.



- Sports Awards is May 22 at SPSCC. Nominations are open for the awards. Jen Mueller will be the keynote speaker.
- Nominations will open four tourism awards next week.
- Adding Casinos to the TPA is still a work in progress – Shauna presented an update. There will be an initial meeting with the CEO of the casino, and then it will be a continuing work in progress that will take time.
- Advocacy – Are there changes and improvements coming for the DASH? Can we advocate for the benefits of tourism in Thurston County in regards to the DASH? Shauna shared that the TPA has a narrow responsibility in the scope of its duties. This is not an advocacy group, but that does not limit the ability of hoteliers to come together to advocate.
- PSE and the power situation – Russ' hotel has lost power once a month since he started. What system is there to get the power back on?

7. Adjournment

- **Meeting adjourned at 4:37pm**

Next Meeting: April 29, 2019