



Thurston County Hotel & Motel Commission Meeting Agenda
Monday, February 24, 2020 • 3:30 pm

Hilton Garden Inn Olympia

2101 Henderson Park Lane SE

Olympia WA 98501

AGENDA

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
 - a. Approval of December 16th, 2019 Minutes
 - b. Financials
 - c. Appointment New Commissioner – Welcome Meghan Payne
3. Onboarding – Board Effect software
4. Marketing & Communications Report
5. Items from the Floor
6. Adjournment

Next Meeting: April 27, 2020



Thurston County Hotel & Motel Commission Meeting Agenda

Monday, December 16, 2019 • 3:30 pm

AGENDA

1. Welcome & Call to Order – meeting called to order at 3:47pm
2. Consent Calendar (items of a routine nature)
 - a. Approval of October 28th, 2019 Minutes
 - i. *Shauna suggested Change 'Gaming Industry' to 'E-sports throughout'.*
 - b. Financials
 - c. Accept Michael Gustaves Resignation
 - d. **Motion to accept consent calendar as presented with the above minutes changes raised, seconded, unanimously passed.**
3. Elect New Chair
 - a. Angie recommends Russ Hickey as the chair. Chami recommends Jeetu Chaudry as the chair.
Motion to postpone the election of the new chair until February meeting raised, no second.
 - b. **Motion to elect Russ Hickey as the new chair raised, seconded and passed.** Chami Ro votes against.
4. Marketing & Communications Report
 - a. VCB launched marketing promotion around Chehalis Western Trail.
 - b. Moira Davin is leaving the VCB and moving to Montana. VCB is reevaluating the organization and the next steps for the position moving forward.
 - c. VCB went out to RFP for public relations contractor and will be working with a JayRay Advertising & PR.
 - d. Shauna distributed the scorecard – *Shauna will send the scorecard to any commissioners who didn't receive it from the VCB last week.*
 - e. Three of four Marketing & Communications Goals have been exceeded this year. VCB anticipates meeting or exceeding all goals by the end of the year.
 - f. *OrgSupport will follow up regarding Chami's meeting communication to ensure that she is getting meeting invites.*
5. TPA Administration
 - a. Shauna thanked the Board of County Commissioners for agreeing to extend the VCB's contract with Thurston County.
 - b. Audit of whether all hotels are contributing to TPA funds – VCB is working with the county on that. The county has reported that the information is not as easy to access as it used to be. It is possible that the VCB would not be able to report on which hotels are paying and not paying, but they could report a summary of numbers of hotels paying taxes.



- c. Shauna currently serves as the president of the Washington Society of Destination Marketing Organizations. They are finalizing a legislative agenda for 2020, and one item is proposing changes to the Washington RCW for TPA's to increase the cap for the \$2 per room night sold. Another addition is to add a 'kill clause' – the idea that hotels have the ability to disband the TPA if they feel as though the funds are not being used for their original intent. They also are considering adding in a definition of 'tourist' into the RCW. Shauna will share the final 2020 WSDMO agenda when it becomes available, it will be ready by the next meeting.
- d. Per policy, it was time to revisit the TPA Administration contract and go to RFP. Upon further research of cost and best practice the VCB decided to bring administration duties in house. The VCB will manage the meetings moving forward. Shauna thanked OrgSupport for their support of the TPA Commission over the years. Historically, TPA is slated for up to six meetings every year. This has not happened due to quorum issues in the past. Shauna recommends that we move to 4 (quarterly) meetings. By lowering the number of meetings, we might have increased attendance. Russ' input – Russ likes the 6 meetings format, it is a good networking opportunity and a learning opportunity. VCB recommends that the meetings are hosted on a rotating basis at the commissioner's hotel, and having a social hour after.

6. Items from the Floor

7. Adjournment – **Motion to adjourn at 4:24 raised, seconded, unanimously passed.**

Next Meeting:

February 24, 2020

Olympia-Lacey-Tumwater Visitor & Convention Bureau

Profit & Loss Budget Performance

December 2019

Accrual Basis

	Dec 19	Budget	% of Budget	Jan - Dec 19	YTD Budget	Annual Budget
Ordinary Income/Expense						
Income						
40000 · LTAC						
40110 · LTAC-Lacey	20,000.00	20,000.00	100.0%	80,000.00	80,000.00	80,000.00
40115 · LTAC - Lacey Sports	5,000.00	5,000.00	100.0%	20,000.00	20,000.00	20,000.00
40120 · LTAC-Olympia	0.00	8,333.26	0.0%	100,000.00	100,000.00	100,000.00
40125 · LTAC-Olympia Sports	0.00	1,250.00	0.0%	15,000.00	15,000.00	15,000.00
40130 · LTAC-Tumwater	0.00	2,350.13	0.0%	28,202.00	28,202.00	28,202.00
40135 · LTAC -Tumwater Sports	0.00	544.13	0.0%	6,530.00	6,530.00	6,530.00
Total 40000 · LTAC	25,000.00	37,477.52	66.71%	249,732.00	249,732.00	249,732.00
40200 · Membership						
40210 · New Memberships	0.00	400.00	0.0%	3,600.00	4,400.00	4,400.00
40220 · Renewing Memberships	1,800.00	1,600.00	112.5%	20,950.00	17,500.00	17,500.00
Total 40230 · Trade Membership	400.00			3,798.00		
Total 40200 · Membership	2,200.00	2,000.00	110.0%	28,348.00	21,900.00	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 & Sponsorship	0.00	0.00	0.0%	15,170.00	16,900.00	16,900.00
Total 40330 · In Kind Income	0.00	0.00	0.0%	18,371.76	18,800.00	18,800.00
40340 · Sponsorship Tourism	15,000.00	0.00	100.0%	67,500.00	62,500.00	62,500.00
Total 40300 · Private Funds	15,000.00	0.00	100.0%	178,247.76	143,070.00	143,070.00
Total 40400 · TPA Income	85,618.38	81,761.41	104.72%	951,252.48	942,023.53	942,023.53
Total Income	127,818.38	121,238.93	105.43%	1,407,580.24	1,356,725.53	1,356,725.53
	127,818.38	121,238.93	105.43%	1,407,580.24	1,356,725.53	1,356,725.53
Expense						
50100 · Marketing & Communications						
Total 50110 · Advertising	17,760.43	10,183.34	174.41%	148,462.39	153,650.00	153,650.00
Total 50120 · Content Development	4,772.00	4,201.42	113.58%	46,142.62	44,560.00	44,560.00
Total 50130 · Distribution	0.00	0.00	0.0%	18,710.15	15,000.00	15,000.00
Total 50140 · Layout & Design	11,972.38	1,083.30	1,105.18%	18,054.23	19,800.00	19,800.00
Total 50150 · Media FAM Tours	409.61	1,241.63	32.99%	7,619.27	15,000.00	15,000.00
50160 · Membership & Research	0.00	110.00	0.0%	17,418.68	20,460.00	20,460.00
Total 50170 · Printing & Brochures	510.36	1,916.63	26.63%	7,168.94	11,000.00	11,000.00
Total 50180 · Product & Development	1,893.39	4,000.00	47.34%	9,130.26	16,500.00	16,500.00
50190 · Promotional Items	518.21	0.00	100.0%	2,051.04	2,000.00	2,000.00
Total 50200 · Special Projects	1,200.00	0.00	100.0%	1,200.00	3,000.00	3,000.00
50250 · In Kind Marketing Expense	0.00			600.75		
Total 50300 · Visitor Guide	0.00	0.00	0.0%	115,285.00	83,870.00	83,870.00
Total 50400 · Website	9,119.75	8,250.00	110.54%	62,022.73	80,982.00	80,982.00
50500 · Visitor Services	1,427.03			11,627.03		
Total 50100 · Marketing & Communications	49,583.16	30,986.32	160.02%	465,493.09	465,822.00	465,822.00

	Dec 19	Budget	% of Budget	Jan - Dec 19	YTD Budget	Annual Budget
51000 - Community Relations						
Total 51100 - Annual Meeting	0.00	0.00	0.0%	15,906.46	0.00	0.00
51200 - Meals & Registrations	122.99	383.30	32.09%	1,571.08	4,600.00	4,600.00
Total 51300 - Member Events	0.00	125.00	0.0%	16,825.72	42,645.00	42,645.00
Total 51000 - Community Relations	122.99	508.30	24.2%	34,303.26	47,245.00	47,245.00
52000 - Sales						
Total 52100 - Tradeshows & Sales Missions	9,932.74	5,625.00	176.58%	18,700.35	16,685.00	16,685.00
52200 - Event Sponsorship & Bid Fees	3,043.99	4,000.00	76.1%	30,443.55	34,500.00	34,500.00
52250 - In Kind Sales Expense	0.00			400.00		
Total 52300 - FAM Tours	0.00	275.00	0.0%	1,357.41	3,300.00	3,300.00
52400 - Client Entertainment	241.40	0.00	100.0%	1,749.81	5,350.00	5,350.00
Total 52000 - Sales	13,218.13	9,900.00	133.52%	52,651.12	59,835.00	59,835.00
60000 - Operations						
Total 60100 - Personnel Expense	44,129.43	47,580.22	92.75%	536,988.35	562,391.25	562,391.25
Total 60200 - Internet and Technology	1,532.01	2,825.00	54.23%	28,968.58	33,946.00	33,946.00
60310 - Rent & Facility Charges	4,201.93	5,834.94	72.01%	67,166.69	70,019.24	70,019.24
60320 - Equipment	982.59	0.00	100.0%	2,361.43	3,500.00	3,500.00
60340 - Insurance	0.00	0.00	0.0%	2,953.50	3,100.00	3,100.00
60360 - Licenses & Fees	0.00	0.00	0.0%	104.98	200.00	200.00
60380 - Postage and Shipping	204.67	100.00	204.67%	1,569.61	2,100.00	2,100.00
Total 60400 - Professional Development	0.00	0.00	0.0%	13,918.13	13,010.00	13,010.00
60410 - Printing	514.60	410.00	125.51%	3,805.56	4,925.00	4,925.00
Total 60500 - Professional Fees	299.00	255.00	117.26%	2,703.50	7,475.00	7,475.00
60550 - Repairs & Maintenance	57.50	50.00	115.0%	57.50	500.00	500.00
60570 - Supplies	862.22	708.34	121.72%	5,004.17	8,500.00	8,500.00
Total 60580 - Travel Expenses	571.65	600.00	95.28%	13,339.05	19,285.00	19,285.00
Total 60600 - Bank Charges	0.00	15.00	0.0%	218.65	328.00	328.00
60700 - Bad Debt/Write Off	0.00			200.00		
Total 60000 - Operations	53,355.60	58,378.50	91.4%	679,359.70	729,279.49	729,279.49
61000 - TPA Administration						
Total 61105 - Marketing & Operations	3.85	0.00	100.0%	2,547.23	2,835.00	2,835.00
Total 61200 - Professional Fees	2,031.24	2,725.00	74.54%	31,454.19	32,700.00	32,700.00
Total 61000 - TPA Administration	2,035.09	2,725.00	74.68%	34,001.42	35,535.00	35,535.00
Total Expense	118,314.97	102,498.12	115.43%	1,265,808.59	1,337,716.49	1,337,716.49
Net Ordinary Income	9,503.41	18,740.81	50.71%	141,771.65	19,009.04	19,009.04
98100 - Interest Income	254.85	29.17	873.67%	2,890.67	350.00	350.00
Net Other Income	254.85	29.17	873.67%	2,890.67	350.00	350.00
Net Income	9,758.26	18,769.98	51.99%	144,662.32	19,359.04	19,359.04

December 2019



Photo by Mac Holt of The Yelm-Tenino Trail

A MESSAGE From Your Destination Marketing Team

VCB MEMBERS AND FRIENDS,

December drew 2019 to a close with community gatherings, shows and holiday cheer! CEO Shauna Stewart and Director of Communications Moira Davin were delighted to lead breakout sessions at the Regional Economic Forecast & Innovation Expo put on by the Thurston Economic Development Council. The event brought together five economic development groups from Grays Harbor County, Lewis County, Mason County, Pacific County and Thurston County to highlight emerging economic sectors including media, brewing, arts/culture/creativity and sports & outdoor recreation.

Progress continued on the Certified Tourism Ambassador program as we distributed a survey intended for all levels of staff. We've received a number of responses from supervisor-level constituents but we'd love to hear from front-line staff as well. Please be sure to forward the survey along to your colleagues for their input!

A search is underway for a dynamic new team member to join us as a Sales Manager with a focus on the fast-growing sports market in our region. We're excited for the future and what this new decade may hold for tourism in Thurston County!

SCORECARD

At-A-Glance

MARKETING & COMMUNICATIONS GOALS	DEC. ACTUAL	DEC. GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Unique Web Visits	17,160	17,384	226,358	109%	208,611
Social Media Total Reach	147,721	205,373	3,271,387	132%	2,464,482
Earned Media Placements	88	11	279	211%	132 Articles
PR Impressions	26,555,017	36,278,770	373,660,946	85%	435,345,234

ARTICLES PUBLISHED

NW TRAVEL + LIFE Dec. 3, 2019

All Access Travel

KING 5 EVENING Dec. 6, 2019

The Northwest's Oldest Ballet Company Celebrates Half a Century

KING 5 EVENING Dec. 6, 2019

Olympia oyster bar Chelsea Farms serves hard-to-grow native shellfish

Only In Your State Dec. 11, 2019

Olympia Just Might Be Washington's Most Underrated Christmas Town

KING 5 EVENING Dec. 23, 2019

Tumwater Falls Park in Olympia is the perfect place to soak up nature this fall

KING 5 EVENING Dec. 23, 2019

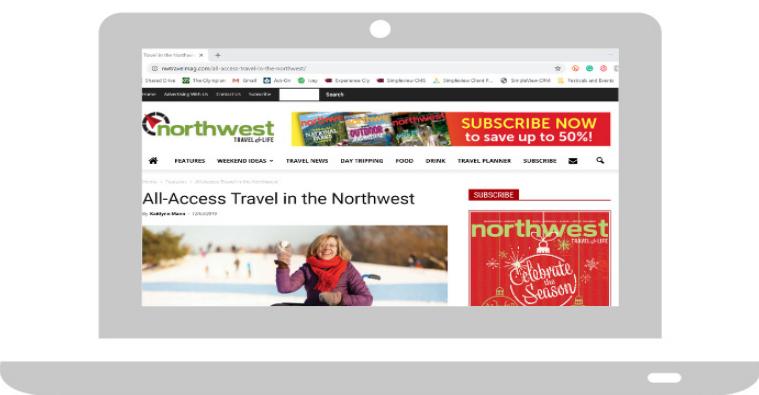
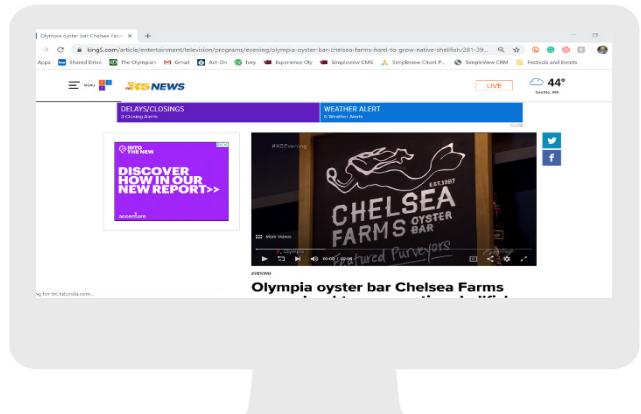
Famed kitschy Christmas cocktail pop-up 'Miracle' transforms Dillingers in Olympia

KING 5 EVENING Dec. 23, 2019

Burn calories and learn something new on the Olympia bike & beer tour

PR NEWSWIRE* Dec. 2019

Press Release: New Self-Guided Bike Tour Reveals the Olympia Region's Secret Spots, Tasty Treasures and Visually Pleasing Vistas



All Access Travel
NW Travel + Life

* The press release through PR Newswire resulted in 81 media placements for a total of 88 media placements in the month of December

Olympia oyster bar Chelsea Farms serves hard-to-grow native shellfish
King 5's Evening

GROUP SALES GOALS	DEC. ACTUAL	DEC. GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Lead Room Nights	374	100	10,176	91%	11,184
Booked Room Nights	70	50	2,086	81%	2,562
Leads	5	2	105	92%	114
Leads Booked	2	1	56	106%	53

SPORTS GOALS	DEC. ACTUAL	DEC. GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Lead Room Nights	30	200	4,175	68%	6,145
Booked Room Nights	310	100	3,370	108%	3,125
Leads	3	2	30	115%	26
Leads Booked	3	1	17	94%	18

BOOKED BUSINESS

COMMUNITY BANKERS OF WASHINGTON

Hotel RL by Red Lion Olympia

GNAC BASEBALL CHAMPIONSHIPS 2021

Hotel RL by Red Lion Olympia

GNAC CROSS COUNTRY CHAMPIONSHIPS 2021

Hotel RL by Red Lion Olympia

LAKEFAIR RACES

Red Lion Hotel & Suites Olympia

OLYMPIA HARBOR DAYS SOUTH SOUND CRUISE

DoubleTree Hotel by Hilton Olympia

LOST BUSINESS

NWAC Spring Invitational 2019 (No golf courses available)

Washington Trucking Association Annual Meeting (Did not make short list; looking at resort destinations)

Department of Commerce All Energy Division Meeting (Postponed indefinitely)

Exploration Tours (Client booked in Seattle; closer to desired attractions)

TRADE SHOWS/MISSIONS

The sales team participated in the National Tour Association Travel Exchange in Ft. Worth, TX in partnership with the Washington Tourism Alliance and eight other partner destinations. The team met with more than 30 qualified tour operators and the state exhibit booth took "Best of Show" at the conference.

THURSTON CO. STR REPORT

	DEC. AVERAGE
Occupancy (%)	
2019	58.58%
2018	53.72%
Percent Change	9.85%
Average Daily Rate (ADR)	
2019	\$134.45
2018	\$133.65
Percent Change	0.55%
Revenue Per Available Room (REVPAR)	
2019	\$77.85
2018	\$71.23
Percent Change	10.59%



Photo by Doug Walker at the Lighted Ship Parade in Olympia



Photo by Ingrid Barrentine at Three Magnets Brewing Co



Photo by Ingrid Barrentine at Ricardo's Kitchen & Bar

VISITOR SERVICES



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SEE YOU NEXT MONTH!



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