



**Thurston County Hotel & Motel Commission Meeting Agenda**  
**Monday, June 24, 2019 • 3:30 pm**

**AGENDA**

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
  - a. Approval of April 30, 2019 Minutes
  - b. Financials
3. STR Report
4. 2019 Budget Adjustment
5. VCB Preliminary Budget Request
6. Marketing & Communications Report
7. Items from the Floor
8. Adjournment

**Next Meeting: August 26, 2019**



## 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**

# Olympia-Lacey-Tumwater Visitor & Convention Bureau

## Profit & Loss Budget Performance

March through April 2019

Accrual Basis

	Mar 19	Budget	Apr 19	Budget	Jan - Apr 19	YTD Budget	% of Budget	Annual Budget
<b>Income</b>								
<b>40000 - LTAC</b>								
40110 - LTAC-Lacey	25,000.00	25,000.00	0.00	0.00	25,000.00	25,000.00	100.0%	100,000.00
40120 - LTAC-Olympia	8,135.00	9,583.33	20,980.82	9,583.33	50,600.85	38,333.36	132.0%	115,000.00
40130 - LTAC-Tumwater	288.57	3,750.00	0.00	3,750.00	33,370.19	15,000.00	222.47%	45,000.00
40140 - LTAC-Yelm	0.00	1,666.67	0.00	1,666.67	0.00	6,666.64	0.0%	20,000.00
<b>Total 40000 - LTAC</b>	<b>33,423.57</b>	<b>40,000.00</b>	<b>20,980.82</b>	<b>15,000.00</b>	<b>108,971.04</b>	<b>85,000.00</b>	<b>128.2%</b>	<b>280,000.00</b>
<b>Total 40200 - Membership</b>	<b>3,600.00</b>	<b>2,000.00</b>	<b>2,102.00</b>	<b>2,000.00</b>	<b>10,248.00</b>	<b>7,400.00</b>	<b>138.49%</b>	<b>21,900.00</b>
<b>40300 - Private Funds</b>								
40310 - Advertising	0.00	0.00	0.00	0.00	575.00	0.00	100.0%	44,870.00
40320 - Event Income & Sponsorship	1,700.00	0.00	4,290.00	10,000.00	5,990.00	10,000.00	59.9%	16,900.00
40330 - In Kind Event Income	750.00	0.00	0.00	0.00	750.00	0.00	100.0%	18,800.00
40340 - Sponsorship Tourism	2,500.00	0.00	0.00	5,000.00	2,500.00	5,000.00	50.0%	62,500.00
<b>Total 40300 - Private Funds</b>	<b>4,950.00</b>	<b>0.00</b>	<b>4,290.00</b>	<b>15,000.00</b>	<b>9,815.00</b>	<b>15,000.00</b>	<b>65.43%</b>	<b>143,070.00</b>
<b>40400 - TPA Income</b>	<b>56,139.54</b>	<b>59,220.00</b>	<b>65,631.51</b>	<b>71,771.70</b>	<b>258,329.63</b>	<b>273,050.72</b>	<b>94.61%</b>	<b>942,023.53</b>
<b>Total Income</b>	<b>98,113.11</b>	<b>101,220.00</b>	<b>93,004.33</b>	<b>103,771.70</b>	<b>387,363.67</b>	<b>380,450.72</b>	<b>101.82%</b>	<b>1,386,993.53</b>
	<b>98,113.11</b>	<b>101,220.00</b>	<b>93,004.33</b>	<b>103,771.70</b>	<b>387,363.67</b>	<b>380,450.72</b>	<b>101.82%</b>	<b>1,386,993.53</b>
<b>Expense</b>								
<b>50100 - Marketing &amp; Communications</b>								
Total 50110 - Advertising	15,397.53	34,268.34	10,029.25	20,483.34	37,946.66	74,688.28	50.81%	180,385.00
Total 50120 - Content Development	3,630.00	2,830.00	3,630.00	2,830.00	14,520.00	11,320.00	128.27%	34,960.00
Total 50130 - Distribution	1,057.89	15,000.00	1,057.89	0.00	4,231.56	15,000.00	28.21%	15,000.00
Total 50140 - Layout & Design	488.00	750.00	1,207.50	1,750.00	2,885.50	4,300.00	67.11%	14,800.00
Total 50150 - Media FAM Tours	1,699.89	1,066.67	906.93	1,216.67	6,762.40	5,216.68	129.63%	15,000.00
50160 - Membership & Research	1,261.17	5,000.00	903.67	4,000.00	6,594.65	12,345.00	53.42%	20,460.00
Total 50170 - Printing & Brochures	2,500.00	916.67	192.02	916.67	4,219.59	2,666.68	158.23%	11,000.00
Total 50180 - Product & Development	286.00	2,000.00	76.00	0.00	872.00	2,000.00	43.6%	16,500.00
50190 - Promotional Items	0.00	0.00	0.00	1,000.00	0.00	1,000.00	0.0%	2,000.00
Total 50200 - Special Projects	0.00	0.00	0.00	0.00	0.00	0.00	0.0%	3,000.00
Total 50300 - Visitor Guide	0.00	0.00	1,050.00	0.00	1,050.00	0.00	100.0%	83,870.00
Total 50400 - Website	216.71	250.00	3,600.00	250.00	46,017.86	44,380.00	103.69%	80,982.00
<b>Total 50100 - Marketing &amp; Communications</b>	<b>26,537.19</b>	<b>62,081.68</b>	<b>22,653.26</b>	<b>32,446.68</b>	<b>125,100.22</b>	<b>172,916.64</b>	<b>72.35%</b>	<b>477,957.00</b>
<b>51000 - Community Relations</b>								
Total 51100 - Annual Meeting	33.49	0.00	1,419.12	0.00	3,952.61	0.00	100.0%	0.00
51200 - Meals & Registrations	65.03	383.34	64.13	383.34	329.47	1,533.36	21.49%	4,600.00
Total 51300 - Member Events	1,539.64	125.00	245.45	2,100.00	4,288.73	2,225.00	192.75%	37,645.00
<b>Total 51000 - Community Relations</b>	<b>1,638.16</b>	<b>508.34</b>	<b>1,728.70</b>	<b>2,483.34</b>	<b>8,570.81</b>	<b>3,758.36</b>	<b>228.05%</b>	<b>42,245.00</b>
<b>52000 - Sales</b>								
Total 52100 - Tradeshows	554.69	525.00	0.00	1,100.00	5,103.55	6,135.00	83.19%	16,685.00
52200 - Event Sponsorship & Bid Fees	1,010.00	5,000.00	8,459.82	1,500.00	11,969.82	14,000.00	85.5%	45,000.00
Total 52300 - FAM Tours	0.00	275.00	100.00	275.00	100.00	1,100.00	9.09%	3,300.00
52400 - Client Entertainment	32.97	0.00	661.49	0.00	694.46	500.00	138.89%	5,350.00
<b>Total 52000 - Sales</b>	<b>1,597.66</b>	<b>5,800.00</b>	<b>9,221.31</b>	<b>2,875.00</b>	<b>17,867.83</b>	<b>21,735.00</b>	<b>82.21%</b>	<b>70,335.00</b>
<b>60000 - Operations</b>								
Total 60100 - Personnel Expense	43,002.94	48,865.94	41,780.15	48,865.94	177,543.09	195,463.73	90.83%	592,391.25
Total 60200 - Internet and Technology	2,572.71	2,825.00	2,725.28	2,825.00	10,454.76	11,346.00	92.15%	33,946.00
60310 - Rent & Facility Charges	5,804.96	5,834.94	5,864.24	5,834.94	23,177.73	23,339.72	99.31%	70,019.24
60320 - Equipment	0.00	0.00	0.00	0.00	0.00	0.00	0.0%	3,500.00
60340 - Insurance	0.00	258.34	0.00	2,325.06	3,294.50	3,100.00	106.27%	3,100.00
60360 - Licenses & Fees	0.00	0.00	0.00	10.00	0.00	10.00	0.0%	200.00
60380 - Postage and Shipping	105.78	250.00	233.56	100.00	589.34	700.00	84.19%	2,100.00
Total 60400 - Professional Development	210.00	1,995.00	665.00	0.00	11,388.45	6,995.00	162.81%	12,880.00
60410 - Printing	293.50	410.00	132.86	410.00	1,087.97	1,655.00	65.74%	4,925.00
Total 60500 - Professional Fees	104.00	105.00	950.00	3,605.00	1,260.50	3,920.00	32.16%	7,475.00
60550 - Repairs & Maintenance	0.00	50.00	0.00	50.00	0.00	150.00	0.0%	500.00
60570 - Supplies	375.06	708.34	106.30	708.34	1,008.08	2,833.28	35.58%	8,500.00
Total 60580 - Travel Expenses	1,314.64	2,025.00	1,549.09	2,755.00	5,234.34	7,180.00	72.9%	22,830.00
Total 60600 - Bank Charges	42.90	20.00	7.15	15.00	84.05	102.00	82.4%	328.00
<b>Total 60000 - Operations</b>	<b>53,826.49</b>	<b>63,347.56</b>	<b>54,013.63</b>	<b>67,504.28</b>	<b>235,122.81</b>	<b>256,794.73</b>	<b>91.56%</b>	<b>762,694.49</b>
<b>61000 - TPA Administration</b>								
Total 61105 - Marketing & Operations	2.90	0.00	5.80	35.00	2,485.90	2,570.00	96.73%	2,835.00
Total 61200 - Professional Fees	2,676.42	2,725.00	2,676.42	2,725.00	10,688.01	10,900.00	98.06%	32,700.00
Total 61000 - TPA Administration	2,679.32	2,725.00	2,682.22	2,760.00	13,173.91	13,470.00	97.8%	35,535.00
<b>Total Expense</b>	<b>86,278.82</b>	<b>134,462.58</b>	<b>90,299.12</b>	<b>108,069.30</b>	<b>399,835.58</b>	<b>468,674.73</b>	<b>85.31%</b>	<b>1,388,766.49</b>
98100 - Interest Income	11,834.29	-33,242.58	2,705.21	-4,297.60	-12,471.91	-88,224.01	14.14%	-1,772.96
Net Income	237.67	29.17	231.25	29.17	931.23	116.64	798.38%	350.00
	<b>12,071.96</b>	<b>-33,213.41</b>	<b>2,936.46</b>	<b>-4,268.43</b>	<b>-11,540.68</b>	<b>-88,107.37</b>	<b>13.1%</b>	<b>-1,422.96</b>