



**Thurston County Hotel & Motel Commission Meeting Agenda
OrgSupport Offices, 2102 E Carriage Drive SW, Olympia, WA
Monday, June 25, 2018 • 3:30 pm**

AGENDA

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
 - a. Approval of April 30, 2018 Minutes
 - b. Financials
 - c. Acceptance of Resignation by Nick Durant, Yelm Prairie Hotel
3. STR Report
4. Marketing & Communications Report
5. 2019 Budget Discussion
6. Recommendation to the Board of County Commissioners to Fill Vacant Seat
7. Items from the Floor
8. Adjournment

Next Meeting: August 27, 2018



Thurston County Hotel & Motel Commission Meeting Agenda
Monday, April 30, 2018 • 3:30 pm

ATTENDEES: Greg Taylor, Valerie Walters, Nick Durant, Michael Gustaves, Jeff Bowe, Craig Ottavelli (staff)

MINUTES

1. Welcome & Call to Order – **Chair Michael Gustaves called the meeting to order at 3:40 pm.**
2. Consent Calendar – **It was moved, second, passed unanimously to approve the Consent Calendar as presented.**
 - a. Approval of February 26, 2018 Minutes
 - b. Financials
3. STR Report – Commissioners reviewed the March STR report and scorecard. All marketing and communications are on pace to meet annual goals.
4. Marketing & Communications Report – Commissioners reviewed the 2018 Business and Marketing Plan.
5. Event Grant Program – The VCB currently budgets for event sponsorships and bid fees. Criteria for evaluating recipients are room nights, economic impact, potential for growth, community interest, and industry influence. Commissioners reviewed current practices, discussed the existing LTAC funds, and explored best practices. Consensus of commissioners is the VCB should continue with current event grant practices including a marginal increase in the budgeted amount.
6. Items from the Floor
 - a. As the official sports commission the VCB is working with Lacey and other jurisdictions to market sports events in Thurston County.
 - b. Commissioners are encouraged to submit agenda item requests for background briefings, specific topics, etc.
7. Adjournment – **Chair Michael Gustaves adjourned the meeting at 4:30 pm.**

Next Meeting: June 25, 2018

Olympia-Lacey-Tumwater Visitor & Convention Bureau
Revenue & Expense Budget Performance

April 2018

Accrual Basis

| | Apr 18 | Budget | % of Budget | Jan - Apr 18 | YTD Budget | % of Budget | Annual Budget |
|--|-------------------|-------------------|----------------|-------------------|-------------------|----------------|---------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 40000 - LTAC | | | | | | | |
| 40110 - LTAC-Lacey | 6,666.67 | 6,666.67 | 100.0% | 26,666.64 | 26,666.64 | 100.0% | 80,000.00 |
| 40120 - LTAC-Olympia | 8,333.33 | 8,333.33 | 100.0% | 33,333.36 | 33,333.36 | 100.0% | 100,000.00 |
| 40130 - LTAC-Tumwater | 2,177.64 | 2,177.67 | 100.0% | 8,710.65 | 8,710.64 | 100.0% | 26,132.00 |
| Total 40000 - LTAC | 17,177.64 | 17,177.67 | 100.0% | 68,710.65 | 68,710.64 | 100.0% | 206,132.00 |
| 40200 - Membership | | | | | | | |
| 40210 - New Memberships | 0.00 | 300.00 | 0.0% | 1,900.00 | 1,200.00 | 158.33% | 3,600.00 |
| 40220 - Renewing Memberships | 600.00 | 1,200.00 | 50.0% | 7,450.00 | 4,800.00 | 155.21% | 14,400.00 |
| Total 40200 - Membership | 600.00 | 1,500.00 | 40.0% | 9,350.00 | 6,000.00 | 155.83% | 18,000.00 |
| 40300 - Private Funds | | | | | | | |
| 40310 - Advertising | 0.00 | 0.00 | 0.0% | 0.00 | 0.00 | 0.0% | 44,870.00 |
| 40320 - Event Income | 4,000.00 | 5,300.00 | 75.47% | 4,000.00 | 5,300.00 | 75.47% | 25,300.00 |
| 40330 - In Kind Event Income | 0.00 | 0.00 | 0.0% | 0.00 | 0.00 | 0.0% | 15,000.00 |
| 40340 - Sponsorship | 32,500.00 | 32,500.00 | 100.0% | 33,586.00 | 32,500.00 | 103.34% | 40,000.00 |
| Total 40300 - Private Funds | 36,500.00 | 37,800.00 | 96.56% | 37,586.00 | 37,800.00 | 99.43% | 125,170.00 |
| 40400 - TPA Income | | | | | | | |
| 40410 - TPA Revenue | 68,335.74 | 64,759.72 | 105.52% | 259,909.93 | 249,763.46 | 104.06% | 942,023.53 |
| Total 40400 - TPA Income | 68,335.74 | 64,759.72 | 105.52% | 259,909.93 | 249,763.46 | 104.06% | 942,023.53 |
| Total Income | 122,613.38 | 121,237.39 | 101.14% | 375,556.58 | 362,274.10 | 103.67% | 1,291,325.53 |
| Gross Profit | 122,613.38 | 121,237.39 | 101.14% | 375,556.58 | 362,274.10 | 103.67% | 1,291,325.53 |
| Expense | | | | | | | |
| 50100 - Marketing & Communications | | | | | | | |
| 50110 - Advertising | 16,638.49 | 16,613.34 | 100.15% | 83,847.64 | 65,480.31 | 128.05% | 216,527.00 |
| 50120 - Content Development | 2,830.00 | 3,830.00 | 73.89% | 11,320.00 | 12,320.00 | 91.88% | 34,960.00 |
| 50130 - Distribution | 0.00 | 0.00 | 0.0% | 0.00 | 0.00 | 0.0% | 18,000.00 |
| 50140 - Layout & Design | 164.07 | 4,000.00 | 4.1% | 2,575.01 | 8,300.00 | 31.02% | 17,300.00 |
| Total 50150 - Media FAM Tours | 840.99 | 1,485.00 | 56.63% | 2,602.48 | 6,920.00 | 37.61% | 15,000.00 |
| 50160 - Membership & Research | 609.59 | 5,500.00 | 11.08% | 8,728.04 | 12,165.00 | 71.75% | 22,154.00 |
| 50170 - Printing & Brochures | 171.20 | 1,000.00 | 17.12% | 587.87 | 2,000.00 | 29.39% | 14,000.00 |
| Total 50180 - Product & Development | 0.00 | 6,500.00 | 0.0% | 312.85 | 12,125.00 | 2.58% | 22,500.00 |
| Total 50200 - Special Projects | 299.00 | 1,000.00 | 29.9% | 346.10 | 1,000.00 | 34.61% | 9,000.00 |
| Total 50300 - Visitor Guide | 0.00 | 0.00 | 0.0% | 0.00 | 0.00 | 0.0% | 80,870.00 |
| 50400 - Website | 3,977.07 | 2,960.00 | 134.36% | 43,282.78 | 39,297.80 | 110.14% | 71,883.80 |
| Total 50100 - Marketing & Communications | 25,530.41 | 42,888.34 | 59.53% | 153,602.77 | 159,608.11 | 96.24% | 522,194.80 |
| 51000 - Community Relations | | | | | | | |
| Total 51100 - Annual Meeting | 395.30 | 875.00 | 45.18% | 595.30 | 875.00 | 68.03% | 24,750.00 |
| 51200 - Meals & Registrations | 134.19 | 300.00 | 44.73% | 1,218.78 | 1,200.00 | 101.57% | 4,250.00 |
| Total 51300 - Member Events | 671.96 | 1,635.00 | 41.1% | 3,980.86 | 2,010.00 | 198.05% | 16,140.00 |
| Total 51000 - Community Relations | 1,201.45 | 2,810.00 | 42.76% | 5,794.94 | 4,085.00 | 141.86% | 45,140.00 |
| 52000 - Sales | | | | | | | |
| Total 52100 - Tradeshows | 718.34 | 2,600.00 | 27.63% | 9,339.68 | 13,300.00 | 70.22% | 19,560.00 |
| 52200 - Event Sponsorship & Bid Fees | 742.80 | 0.00 | 100.0% | 2,947.55 | 3,500.00 | 84.22% | 8,700.00 |
| Total 52300 - FAM Tours | 0.00 | 25.00 | 0.0% | 800.00 | 100.00 | 800.0% | 1,500.00 |
| 52400 - Client Entertainment | 0.00 | 100.00 | 0.0% | 128.15 | 400.00 | 32.04% | 1,600.00 |
| Total 52000 - Sales | 1,461.14 | 2,725.00 | 53.62% | 13,215.38 | 17,300.00 | 76.39% | 31,360.00 |
| 60000 - Operations | | | | | | | |
| Total 60100 - Personnel Expense | 39,872.39 | 40,744.03 | 97.86% | 166,957.26 | 162,976.17 | 102.44% | 494,928.41 |
| Total 60200 - Internet and Technology | 3,091.42 | 2,488.75 | 124.22% | 10,887.19 | 9,944.00 | 109.49% | 29,854.00 |
| 60310 - Rent & Facility Charges | 6,014.49 | 5,685.94 | 105.78% | 22,827.41 | 22,743.72 | 100.37% | 68,231.24 |
| 60320 - Equipment | 0.00 | 250.00 | 0.0% | 0.00 | 1,000.00 | 0.0% | 3,000.00 |
| 60340 - Insurance | 19.58 | 0.00 | 100.0% | 3,214.18 | 2,900.00 | 110.83% | 2,900.00 |
| 60360 - Licenses & Fees | 0.00 | 0.00 | 0.0% | 0.00 | 25.00 | 0.0% | 200.00 |
| 60380 - Postage and Shipping | 18.90 | 200.00 | 9.45% | 379.46 | 800.00 | 47.43% | 2,500.00 |
| Total 60400 - Professional Development | 861.67 | 695.00 | 123.98% | 5,895.11 | 6,165.00 | 95.62% | 12,980.00 |
| 60410 - Printing | 397.01 | 425.00 | 93.41% | 1,353.87 | 1,600.00 | 84.62% | 4,775.00 |
| Total 60500 - Professional Fees | 104.00 | 55.00 | 189.09% | 428.32 | 220.00 | 194.69% | 14,300.00 |
| 60550 - Repairs & Maintenance | 0.00 | 0.00 | 0.0% | 0.00 | 125.00 | 0.0% | 500.00 |
| 60570 - Supplies | 366.96 | 825.00 | 44.48% | 1,781.18 | 3,325.00 | 53.57% | 10,000.00 |

| | Apr 18 | Budget | % of Budget | Jan - Apr 18 | YTD Budget | % of Budget | Annual Budget |
|---|------------------|------------------|----------------|-------------------|-------------------|---------------|---------------|
| Total 60580 - Travel Expenses | 1,650.10 | 2,950.00 | 55.94% | 5,057.55 | 5,995.00 | 84.36% | 17,075.00 |
| Total 60600 - Bank Charges | 0.00 | 57.50 | 0.0% | 43.05 | 95.00 | 45.32% | 275.00 |
| Total 60000 - Operations | 52,396.52 | 54,376.22 | 96.36% | 218,824.58 | 217,913.89 | 100.42% | 661,518.65 |
| 61000 - TPA Administration | | | | | | | |
| Total 61105 - Marketing & Operations | 0.00 | 15.00 | 0.0% | 2,562.54 | 2,465.00 | 103.96% | 3,135.00 |
| Total 61200 - Professional Fees | 2,658.75 | 2,325.00 | 114.36% | 10,270.42 | 9,300.00 | 110.44% | 27,900.00 |
| Total 61000 - TPA Administration | 2,658.75 | 2,340.00 | 113.62% | 12,832.96 | 11,765.00 | 109.08% | 31,035.00 |
| Total Expense | 83,248.27 | 105,139.56 | 79.18% | 404,270.63 | 410,672.00 | 98.44% | 1,291,248.45 |
| Net Ordinary Income | 39,365.11 | 16,097.83 | 244.54% | -28,714.05 | -48,397.90 | 59.33% | 77.08 |
| Net Other Income | 85.68 | 15.00 | 571.2% | 326.70 | 60.00 | 544.5% | 200.00 |
| Net Income | 39,450.79 | 16,112.83 | 244.84% | -28,387.35 | -48,337.90 | 58.73% | 277.08 |