



**Thurston County Hotel & Motel Commission Meeting**

**Tuesday, June 26, 2017 • 3:30 pm**

**Ramada Hotel, 4520 Martin Way E, Olympia, WA 98516**

**ATTENDEES:** DeEsta Denver, Jetu Chaudhry, Denise Hibbeln, Valerie Walters, Michael Gustaves, John Hutchings, Michael Cordier, Nick Durant, Shauna Stewart (staff), Craig Ottavelli (staff)

**MINUTES**

1. 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 May 16, 2017 Minutes
  - b. Financials
3. STR Report – Shauna Stewart presented updated scorecards.
4. Marketing & Communications Report
  - a. The Advisory Committee provided strategic advice to the VCB on sports tourism and has been meeting regularly. The committee is working to develop a logo and graphic identity to facilitate branding the destination for sports activities.
  - b. Web visits were down in April and May due to significant virus problems. The next TPA meeting will include a demonstration of the newly launched VCB website.
  - c. Apple Fritter Ice Chips are available for properties to include as VIP giveaways. Contact the VCB directly to learn how to obtain Ice Chips directly from the company.
  - d. VCB administrative offices will move to co-locate with TRPC in August. The Visitor Information Center will expand to become a better and more dynamic experience for visitors. Member businesses may have opportunities for advertising in the expanded space.
  - e. A property survey has been distributed. TPA Commissioners are encouraged to complete the survey for their property.
  - f. A Smith Travel Research report will again be used to forecast for 2018.
5. Items from the Floor
  - a. August 5 – Yelm is hosting its first annual jazz festival.
  - b. July 29 – Yelm is hosting a UFO festival.
6. Adjournment – **Michael Gustaves adjourned the meeting at 4:25 pm.**

**Next Meeting: August 28, 2017**