



Thurston County Hotel & Motel Commission Meeting Agenda
Monday, May 18, 2026, 3:30 pm
Hilton Garden Inn Olympia

AGENDA

1. Welcome, Introductions & Call to Order
2. Consent Calendar
 - a. Minutes: March 2, 2026
 - b. Financials: March 2026
3. Board Administration
 - a. Commissioner nomination(s)
 - b. August 2026 location – verify with new GM
4. WSDMO update:
 - a. Statewide industry assessment effective June 11, 2026
5. Organizational and Marketing Update
 - a. CEO search update
 - b. Group Sales and Marketing and Communications Coordinator
 - c. City Nation Place takeaways
 - d. VG 2026/2027 update
 - e. County sponsorship
 - f. Advocacy for Port of Olympia hotel and TVW Conference Center
 - g. Chat GPT personalities
6. FIFA Fan Zone 2026 update
 - a. Education recap
 - b. SEA WIN app launched
 - c. Passport(s)
7. Review Scorecard: March 2026
9. Items from the Floor
10. Adjournment

Next Meeting: August 24, 2026, at 3:30 pm
Annual Meeting is Wednesday, September 30, 2026 at SPSCC Lacey Campus



**Thurston County Hotel & Motel Commission Meeting
Monday, March 2, 2026, at 3:30 pm
Hilton Garden Inn- Olympia**

MINUTES

1. Welcome & Call to Order

TPA Directors in Attendance: Janine Phillips, Kasee Palmer, Andres Domiguez, Leonard Hernandez

Absent: Christy LeGeer, Gabby Schoolcraft, Rose Ponzoha

VCB Staff in Attendance: Kelly Campbell

Absent: Shauna Stewart

A quorum was established, and Janine called the meeting to order the meeting at 3:33 p.m.

2. Consent Calendar

a./b. Approval of Consent Calendar: Janine asked the Directors if they had a chance to review the Consent Calendar with November 24, 2025, meeting minutes and the December 2025 financials as presented. There were no additional questions or discussion. **Leonard (Janine) motioned to approve the consent calendar as presented. Andres seconded. All directors present voted in favor and the motion passed unanimously.**

3. Board Administration

a. Commissioner update:

- I. Roster – the current Board roster was shared and is on Board Effect. Christy LeGeer left her position at HIE/Spark by Hilton. Kelly will confirm.
- II. Andres suggested Rebecca Cattnatch would be a great addition to the Board. Also, Neffie could be a great fit. He will reach out and follow up with Kelly before the next meeting. Others were asked to solicit names of interested parties.
- III. Property updates/Occupancy: All members gave a brief update about their property. Towne Place in Tumwater has pushed out their opening date and it is now scheduled for April. Kasee had 20-30 out of service between May and December last year during their remodel and up to 45 rooms for most of the month of December. Additionally, the DoubleTree announced they are keeping their indoor pool. Discussion ensued.

b. Andres will host the May meeting at the Hilton Garden Inn as Janine was able to book business on this date. Thanks to both.

c. TPA Contract Amendment: A three-year amendment to the TPA contract was signed in early January 2026.

d. CEO takeaways: Kelly shared on Shuana's behalf renewed interest throughout the community and there are several people interested in the community and exploring attending the City Nation Place conference next month in Vancouver, B.C. Greg expressed learning more about Frequent Individual Travelers (FIT) if they also attend.



4. WSDMO Legislative Update: Tourism centric bills status was shared: HB 2278 regarding the TPA sunset for increased collections in June 2027 is hopeful to pass. The additional 4% tax on Air BNB's is unlikely to pass currently. HB 2325 for statewide assessment funding is still alive and hopeful. Last day of the legislative session is March 12. We may email asking for support for these bills.

5. Organizational Update:

a. CEO Update: Kelly shared that the hiring committee has been in contact with SearchWide. Nicole is in the process of setting dates with the hiring committee, and the position description has been finalized. The position was posted during the 3rd week of February. Final candidates' fully scrubbed information will be shared with the Board as discussed and voted for last Fall.

b. Group Sales Manager: A final candidate was selected and will be starting with the organization this week.

c. 2026 Business & Marketing Plan: Hard copies were available for distribution. Kelly highlighted the marketing funnel on page 13 which focuses on how we guide visitors through the decision-making and planning to visit process. Staff sought input from local stakeholders to gain their perspective and improve the message. Also, year over year increases to website visitation and since 2024 have doubled. Results are credited to the strategy Emily has employed. The three new GPT personalities are currently being tested and if anyone is interested in experimenting with them, please reach out to Shauna.

6. 2026 FIFA Fan Zone: Regional FIFA passport that is digital called SEA WIN. To foster more interest and route new visitors throughout the area the ODA is also creating a downtown passport to showcase businesses in the area. There will be three business readiness workshops in March and April hosted by the EDC, Thurston County Chamber and the VCB focusing on business readiness. The idea is to share resources offering information, help set expectations and share examples of how to prepare and plan. A Pokémon Go style app was released last weekend. A Board member noticed there were lots of people in town.

7. Review Scorecard: Members present will review the scorecard independently.

8. Items from the Floor: None

9. Adjournment: There being no additional business, Janine adjourned the meeting at 4:19 p.m.

NEXT MEETING: Monday, March 2, 2026, at 3:30 pm

Visitor and Convention Bureau of Thurston County

Profit & Loss Budget Performance

Accrual Basis

March 2026

	Mar 26	Budget	Jan - Mar 26	YTD Budget	Annual Bud...
Ordinary Income/Expense					
Income					
40000 · LTAC					
40110 · LTAC-Lacey	25,000.00	25,000.00	25,000.00	25,000.00	100,000.00
40120 · LTAC-Olympia	0.00	0.00	0.00	0.00	179,175.00
40130 · LTAC-Tumwater	0.00	0.00	0.00	0.00	43,825.00
40140 · LTAC-Yelm	0.00	0.00	0.00	0.00	5,000.00
40150 · LTAC- Thurston County	0.00	0.00	0.00	0.00	10,000.00
Total 40000 · LTAC	25,000.00	25,000.00	25,000.00	25,000.00	338,000.00
40300 · Private Funds	23,694.17	40,000.00	77,792.62	70,000.00	165,500.00
40400 · TPA Income	49,415.71	56,500.00	177,644.23	189,500.00	887,822.21
Total Income	98,109.88	121,500.00	280,436.85	284,500.00	1,391,322.21
Gross Profit	98,109.88	121,500.00	280,436.85	284,500.00	1,391,322.21
Expense					
50100 · Marketing					
50110 · Advertising	25,098.76	19,200.00	49,478.83	41,600.00	151,900.00
50115 · Promotions	49.50	0.00	49.50	0.00	4,250.00
50120 · External Public Relations	13,267.50	15,822.50	16,204.15	16,172.50	30,822.50
51000 · Community Public Relations	863.31	200.00	1,073.31	600.00	26,500.00
51800 · Products	7,508.22	4,350.00	16,840.10	28,700.00	169,500.00
51900 · Memberships & Affiliations	1,008.76	2,000.00	10,046.24	2,845.00	17,745.00
51925 · Research	6,837.15	3,873.38	12,276.54	6,873.38	63,873.38
Total 50100 · Marketing	54,633.20	45,445.88	105,968.67	96,790.88	464,590.88
52000 · Sales	7,987.84	3,000.00	13,003.71	8,000.00	63,500.00
60000 · Operations					
60100 · Personnel Expense	36,002.20	43,000.00	152,866.99	133,500.00	741,643.76
60200 · Internet and Technology	3,516.96	1,545.00	10,703.30	6,140.00	24,755.00
60310 · Rent & Facility Charges	3,248.75	3,250.00	9,746.25	9,650.00	39,250.00
60320 · Equipment	275.36	0.00	275.36	0.00	3,000.00
60340 · Insurance	420.84	4,825.00	3,929.19	4,825.00	4,825.00
60360 · Licenses & Fees	137.43	0.00	137.43	0.00	300.00
60380 · Postage and Shipping	7.86	500.00	97.53	500.00	2,200.00
60400 · Professional Development	0.00	0.00	2,029.00	1,950.00	13,150.00
60410 · Printing	234.67	400.00	660.74	800.00	3,500.00
60500 · Professional Fees	124.00	150.00	2,431.50	2,450.00	14,000.00
60570 · Supplies	577.20	200.00	1,805.69	400.00	3,000.00
60580 · Travel Expenses	48.42	525.00	54.17	1,400.00	20,550.00
60600 · Bank Charges	2.86	0.00	6.87	0.00	750.00
Total 60000 · Operations	44,596.55	54,395.00	184,744.02	161,615.00	870,923.76
61000 · TPA Administration					
61105 · Marketing & Operations	0.00	750.00	4,776.17	4,750.00	5,175.00
61200 · Professional Fees	904.63	675.00	2,702.08	1,934.08	12,000.00
Total 61000 · TPA Administration	904.63	1,425.00	7,478.25	6,684.08	17,175.00
Total Expense	108,122.22	104,265.88	311,194.65	273,089.96	1,416,189.64
Net Ordinary Income	-10,012.34	17,234.12	-30,757.80	11,410.04	-24,867.43
Other Income/Expense					
Other Income	1,365.52	2,000.00	6,301.33	6,000.00	25,000.00
Net Other Income	1,365.52	2,000.00	6,301.33	6,000.00	25,000.00
Net Income	-8,646.82	19,234.12	-24,456.47	17,410.04	132.57

Visitor and Convention Bureau of Thurston County

Balance Sheet

As of March 31, 2026

Accrual Basis

	Mar 31, 26
ASSETS	
Current Assets	
Checking/Savings	
VCB Accounts	
10100 · Heritage Checking	54,447.61
10300 · TwinStar Checking	467.00
10350 · TwinStar - HRA	4,783.14
10400 · TwinStar Money Market	168,284.79
10500 · TwinStar Savings	30.00
10600 · Petty Cash	75.00
Total VCB Accounts	228,087.54
10700 · WSECU - MM - Operating	51,159.65
10725 · WSECU - Checking	5.00
10750 · WESCU - Savings	5.00
Total Checking/Savings	279,257.19
Accounts Receivable	
11100 · Accounts Receivable	59,489.85
Total Accounts Receivable	59,489.85
Other Current Assets	
12000 · Undeposited Funds	150.00
12075 · Prepaid Income Tax	10,445.45
13000 · Prepaid Expenses	44,763.37
14000 · Inventory	343.02
Total Other Current Assets	55,701.84
Total Current Assets	394,448.88
Fixed Assets	
15000 · Furniture and Equipment	16,837.99
17100 · Accum Depr - Furn and Equip	-9,780.56
Total Fixed Assets	7,057.43
Other Assets	
16000 · LPL Financial	
16010 · Accrued Interest	5,691.67
16000 · LPL Financial - Other	772,768.97
Total 16000 · LPL Financial	778,460.64
16100 · Right of use under lease	94,921.00
Total Other Assets	873,381.64
TOTAL ASSETS	1,274,887.95
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20100 · Accounts Payable	-144.20
Total Accounts Payable	-144.20
Credit Cards	
20200 · MC Control Account	467.33
Total Credit Cards	467.33

Visitor and Convention Bureau of Thurston County

Balance Sheet

As of March 31, 2026

Accrual Basis

	Mar 31, 26
Other Current Liabilities	
20310 · Accrued Liabilities	26,910.63
20400 · Lease obligation	94,921.00
Total Other Current Liabilities	121,831.63
Total Current Liabilities	122,154.76
Total Liabilities	122,154.76
Equity	
32000 · Reserve from prior years	1,177,189.66
Net Income	-24,456.47
Total Equity	1,152,733.19
TOTAL LIABILITIES & EQUITY	1,274,887.95

Visitor and Convention Bureau of Thurston County
A/R Aging Summary
As of March 31, 2026

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Altitude15	0.00	0.00	1,133.00	0.00	0.00	1,133.00
Batdorf & Bronson Legacy Cafe	0.00	1,474.00	0.00	0.00	0.00	1,474.00
Capital Lakefair	0.00	457.92	0.00	0.00	0.00	457.92
City of Olympia.	0.00	0.00	1,133.00	0.00	0.00	1,133.00
Colvin Ranch Provisions	0.00	0.00	1,133.00	0.00	0.00	1,133.00
Delphi Golf and Country Club	0.00	1,133.00	0.00	0.00	0.00	1,133.00
Destination Signals by Tempest	0.00	0.00	0.00	0.00	0.00	0.00
Double Tree by Hilton	0.00	2,038.00	0.00	0.00	0.00	2,038.00
Lacey Parks & Recreation	0.00	1,133.00	0.00	0.00	0.00	1,133.00
Lacey S Sound Chamber	0.00	390.00	0.00	0.00	0.00	390.00
LTAC Lacey	25,000.00	0.00	0.00	0.00	0.00	25,000.00
Lucky Eagle Casino & Hotel	0.00	0.00	0.00	3,234.00	0.00	3,234.00
Medicine Creek Enterprise Corporation	0.00	0.00	1,500.00	0.00	0.00	1,500.00
Olympia Symphony	0.00	267.00	0.00	0.00	0.00	267.00
Pellegrinos Italian Kitchen & Catering	0.00	0.00	737.00	0.00	0.00	737.00
Premier Airport Shuttle.	0.00	1,104.00	0.00	0.00	0.00	1,104.00
Sensory Tool House, LLC	0.00	1,474.00	0.00	0.00	0.00	1,474.00
Shoestring Circus LLC	0.00	376.00	0.00	0.00	0.00	376.00
Swantown Inn Bed & Breakfast	0.00	75.00	0.00	0.00	0.00	75.00
Tahoma Fiber Mill and La Vida Alpaca	0.00	0.00	75.00	0.00	0.00	75.00
the Brotherhood Tavern	0.00	0.00	1,133.00	0.00	0.00	1,133.00
The Bus Stop Olympia LLC	0.00	0.00	0.00	75.00	0.00	75.00
Thurston County Fairgrounds	0.00	660.25	0.00	0.00	0.00	660.25
Thurston Economic Development Council	0.00	0.00	10,980.00	0.00	0.00	10,980.00
Tumwater Parks & Recreation	0.00	0.00	0.00	2,724.68	0.00	2,724.68
Whitewood Cider	0.00	0.00	50.00	0.00	0.00	50.00
TOTAL	25,000.00	10,582.17	17,874.00	6,033.68	0.00	59,489.85

SCORE CARD

March 2026



THE BIG 3

- The team assisted with four media placements in March - 1889 Magazine (digital), South Sound Business (digital + newsletter), and South Sound Magazine (digital).
- March hotel and motel occupancy rates and revenue per available room saw an increase year-over-year.
- Consumer e-newsletter subscribers are up year-over-year, reflecting continued audience growth and engagement.

ACCOMMODATIONS

Hotel/motel occupancy, and revenue per available room were up year-over-year, but average daily rate and available rooms were down slightly. Short-term rentals saw mixed results, with available rentals, occupancy and revenue per available room being down.

HOTELS/MOTELS¹

Available Rooms ¹	March / YTD Actual
2026	2,574
2025	2,698
2026/2025 % Change	-4.6%

Occupancy (%)	March Actual	YTD Actual
2026	69.0%	67.9%
2025	68.3%	65.2%
2026/2025 % Change	1.0%	4.1%

Average Daily Rate (\$)	March Actual	YTD Actual
2026	\$155.48	\$152.83
2025	\$159.07	\$153.28
2026/2025 % Change	-2.3%	-0.3%

Revenue per Available Room (\$)	March Actual	YTD Actual
2026	\$107.22	\$103.67
2025	\$109.54	\$100.63
2026/2025 % Change	-2.1%	3.0%

SHORT TERM RENTALS

Available Rentals	March / YTD Actual
2026	434
2025	442
2026/2025 % Change	-1.8%

Occupancy (%)	March Actual	YTD Actual
2026	61.4%	57.3%
2025	64.9%	61.6%
2026/2025 % Change	-5.4%	-7.0%

Average Daily Rate (\$)	March Actual	YTD Actual
2026	\$137.97	\$128.70
2025	\$126.64	\$123.27
2026/2025 % Change	8.9%	4.4%

Revenue per Available Rental	March Actual	YTD Actual
2026	\$84.73	\$74.00
2025	\$82.21	\$75.94
2026/2025 % Change	3.1%	-2.6%

¹ Red Lion Inn & Suites closed at the end of October 2025 and will be rebranding to Hampton Inn by Hilton Olympia. At this time, it is unknown when this property will reopen.

SCORE CARD March 2026

MARKETING

Unique web visits and consumer e-newsletter subscribers saw positive year-over-year results, while new social media audience, direct visitor guide requests and earned media placements were down.

Unique Web Visits	March Actual	YTD Actual
2026	36,648	113,426
2025	30,715	70,310
2026/2025 % Change (Measurement towards goal)	19.3%	61.3%

March YTD Performance: 113,426
Annual Goal: 471,478 (24% to Goal)

Consumer E-Newsletter Subscribers	March / YTD Actual
2026	14,979
2025	13,010
2026/2025 % Change (Measurement towards goal)	15.1%

March YTD Performance: 14,979
Annual Goal: 15,106 (99% to Goal)

Earned Media Placements	March Actual	YTD Actual
2026	4	9
2025	4	21
2026/2025 % Change (Measurement towards goal)	0.0%	-57.1%

March YTD Performance: 9
Annual Goal: 90 (10% to Goal)

New Social Media Audience	March Actual	YTD Actual
2026	226	671
2025	318	798
2026/2025 % Change (Measurement towards goal)	-28.9%	-15.9%

March YTD Performance: 671
Annual Goal: 4,425 (15% to Goal)

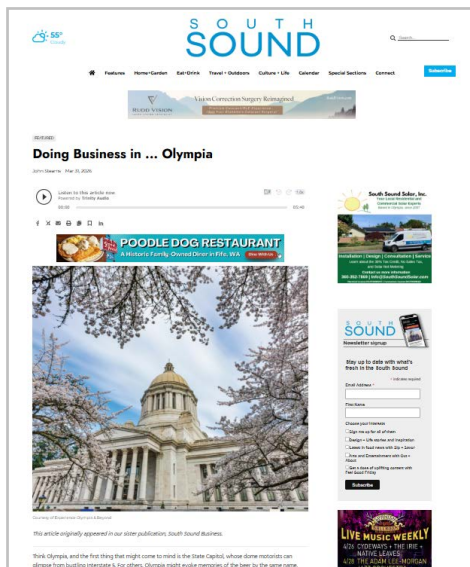
Direct Visitor Guide Requests	March Actual	YTD Actual
2026	542	1,082
2025	305	1,099
2026/2025 % Change (Measurement towards goal)	77.7%	-1.5%

March YTD Performance: 1,082
Annual Goal: 5,423 (20% to Goal)

KEY ARTICLES PUBLISHED/INFLUENCER POSTS



1889mag.com



southsoundmag.com

SCORE CARD

March 2026

SALES

There were no leads or booked leads in February.

MEETINGS/TOUR & TRAVEL²

Leads	March Actual	YTD Actual
2026	0	0
2025	1	1
2026/2025 % Change (Measurement towards goal)	-100.0%	-100.0%

March YTD Performance: 0
Annual Goal: 10 (0% to Goal)

Lead Room Nights	March Actual	YTD Actual
2026	0	0
2025	0	0
2026/2025 % Change (Measurement towards goal)	0	0

March YTD Performance: 0
Annual Goal: 85 (X% to Goal)

Booked Leads	March Actual	YTD Actual
2026	0	0
2025	1	3
2026/2025 % Change (Measurement towards goal)	-100.0%	-100.0%

March YTD Performance: 0
Annual Goal: 8 (% to Goal)

Booked Room Nights	March Actual	YTD Actual
2026	0	0
2025	0	47
2026/2025 % Change (Measurement towards goal)	0	-100.0%

March YTD Performance: 0
Annual Goal: 85 (0% to Goal)

SPORTS

Leads	March Actual	YTD Actual
2026	1	3
2025	2	5
2026/2025 % Change (Measurement towards goal)	-50.0%	-40.0%

March YTD Performance: 3
Annual Goal: 11 (27% to Goal)

Lead Room Nights	March Actual	YTD Actual
2026	350	475
2025	1,390	3,650
2026/2025 % Change (Measurement towards goal)	-74.8%	-87.0%

March YTD Performance: 475
Annual Goal: 6,017 (8% to Goal)

Booked Leads	March Actual	YTD Actual
2026	1	2
2025	4	5
2026/2025 % Change (Measurement towards goal)	-75.0%	-60.0%

March YTD Performance: 2
Annual Goal: 15 (13% to Goal)

Booked Room Nights	March Actual	YTD Actual
2026	45	125
2025	620	2,520
2026/2025 % Change (Measurement towards goal)	-92.7%	-95.0%

March YTD Performance: 125
Annual Goal: 6,841 (2% to Goal)

² Meeting leads and bookings are down due to changes in meeting space inventory.

BOOKINGS

Washington State Senior Games
Pickleball (Best Western Plus Lacey
Inn & Suites and Ramada by
Wyndham Olympia)

LOST BUSINESS

None

CANCELLATIONS

None

Olympia Waterfront



Definitions: Key Performance Indicators

Available Rooms/Rentals (room/rental supply) – The number of rooms/rentals multiplied by the number of days in a specific time period.

Average Daily Rate (ADR) – A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. Indicates average price that guests are willing to pay for their lodging, and overall value perception.

Booked Leads – A future event that is contracted by planner with a venue, hotel or service provider.

Booked Room Nights – Confirmed Hotel Room Nights from a sales booking at a Thurston County hotel.

Consumer E-Newsletter Subscribers – Individuals who signed up to receive Experience Olympia's monthly e-newsletter.

Direct Visitor Guide Requests – The number of visitor guides distributed either directly to consumers via the mail, digital downloads on experienceolympia.com and individual bulk requests.

Earned Media Placements – Publicity or exposure gained from methods other than paid advertising.

Lead Room Nights – Estimated Hotel Room Nights for Thurston County hotels from a sales lead.

Leads – An inquiry for space (either sports or meetings) by a meeting planner or event organizer that the DMO has qualified to meet the planner's criteria and that requires at least 10 hotel guest rooms. Leads can also include conference services, such as catering or transportation.

New Social Media Audiences – Individuals who follow/like Experience Olympia & Beyond related pages on Facebook, and Instagram.

Occupancy – Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available. Indicates demand for lodging.

Revenue Per Available Room/Rental (RevPAR) – Total room/rental revenue divided by the total number of available rooms/rentals. Indicates ability to fill rooms/rentals at an average rate, and overall health of lodging.

Unique Web Visits – A person who has visited experienceolympia.com at least once and is counted only once in the reporting time period.