

**Tourism Coordinating Council – Jefferson County**  
**Minutes of the Meeting of the Coordinating Council**  
**April 13, 2021 (DRAFT)**

The April 13, 2021 meeting of the Tourism Coordinating Council (TCC) for Jefferson County, was called to order at 10:02 AM by TCC Chair Roney. A quorum assembled in attendance as visitors arrived (on cue!) into the Gateway VIC needing Bill's attention. Bill handed over TCC openings to Steve, where recently updated agenda was noted:

CALL TO ORDER

**Council members present:** Cleone Telling, Marsha Massey, Diana Smeland, Crystie Kisler, and Bill Roney all present.

**Partners present:** Commissioner Heidi Eisenhour, Bethany Smith, Arlene Alen

**Excused:** Aaron Terada

**TCC Marketing Coordinator present:** Steve Shively

CONSENT AGENDA

**Consent Agenda** Marsha and Diana moved approval of consisting of **March 9, 2021**, TCC minutes and current TCC Financials as presented, Clone and Bill seconded each motion – Consent Agenda approved by unanimous approval (by consent).

**Commissioner's Update** – Heidi's update to TCC included information related to:

COMMISSIONER UPDATE

- Ongoing Olympia State budget conferencing.
- Beginning of HB 1590 approved 1/10 of 1% additional sales tax dedicated to affordable housing,
- Ongoing Port Hadlock sewer infrastructure meetings.
- EDC Team Jefferson renewed as the Washington State Department of Commerce designated Associate Development Organization (ADO) for Jefferson County.
- Current and ongoing status of COVID's "Road To Recovery" Phase 3 distinction.
- Continued progress on Olympic Discovery Trail development within E. JeffCo.

OPTC REPORT

**OPTC Highlights** – Marsha shared various items of OPTC information, including:

- March 10 launch of the joint Spring campaign Google, Bus and KOMO TV ads.
- Bus, 8 weeks, Pierce and Seattle, 6-weeks in Portland.
- Averaging 120-150 weekly travel planner requests. Indicating good Spring campaign returns.
- Book > Direct feature in final testing and configuration phases.
- Flip book for digital travel planner is online, providing digital version of print Travel Planner print piece.
- Ongoing "Mask Up" and "Recreate Responsibility" messaging efforts.
- Opportunity NWWeddingshow.com, digital wedding show May 15, 10-4PM.

**Marketing Report**

Steve Reviewed with TCC the following:

TCC MARKETING COORDINATORS REPORT

- Reviewed record March record LTAX returns, related to results from neighboring cities.
- Statewide LTAX totals, indicated overall drop of ~29% YoY 2019 v. 2020.
- Impacts and ongoing issues related to Pierce and other counties dropped to Phase 2.
- The on-going – and every changing – WA "Roadmap to Recovery" was traveled.
- Current travel sentiment and key trends of "Vaccine Passports", "dry cruising" to Alaska, and rising prices for both gas, airfare and hotel room rates, all reviewed.
- Trending increases ("record setting trajectory"?) seen throughout travel industry.

- Still, many destinations are choosing to not return to pre-COVID overtourism, e.g., Venice Italy banning cruise ships, and African wildlife camps rebuilding for socially distant, sustainable, travel.
- NOAA's newest Olympic Coast Nat. Marine Sanctuary Research Vessel naming – "RV Kingfisher" should be announced soon.

TCC MARKETING  
COORDINATORS  
REPORT (Cont.)

#### Area Updates:

**Chimacum Valley– Crystie** shared regarding expanding crowds at Finnriver and the tension between meeting Health Dept. COVID distancing and visitors' expectations of having – often – traveled far, yet needing to stay safe.

- Expanding to Thursday – Sunday operating hours.
- Looking forward to Andrew Wiese joining their team May 1 as Food & Beverage Director.
- More solar added
- Increased community wellness projects and new seed processing center.

All exciting!

AREA UPDATES

**Tri-Areas Bethany** – shared updates: Old Alcohol Plant's restaurant continues busy operating both outdoors and at 50% indoor capacity. Plenty of signage for keeping social distancing.

- Reservations are still strongly encouraged.
- Still holding off requests for party and wedding reservations.
- The 5<sup>th</sup> anniversary of Bayside Housing is being celebrated, over 33,000 bed nights provided.

**Westend - Marsha** noted that Neah Bay and Quileute tribal lands remain closed.

- Forever Twilight's advance sale September events are already sold-out.
- Renee Rucks is new GM for Oceanside Resort – aiming for possible June reopening.
- Vince Cook of Makah commented that their tribal council is still considering reopening dates.

**Quilcene – Brinnon – Cleone** reported:

- Successful Annual Easter egg event which pivoted to a community Easter basket delivery campaign of 35 Easter baskets delivered to home bound seniors.
- Interior of Worthington House is now complete!
- Looking forward to a planned September grand opening. Watch [Worthingtonpark.org](http://Worthingtonpark.org)
- Museum seasonal hours will begin 4/24 each Saturday and Sunday.
- ShrimpFest – and Gravel Unravel events are being planned for 2021 returns.

**Port Ludlow - Diana** shared:

- Marina gear swap is this Saturday. Golf fitting day coming up
- Live winemaker dinner, April 29 – is close to selling out.
- The Marina is tent up enabling socially distant seat capacity for 50 people.
- The Fireside Restaurant's veranda's radiant heat and vinyl curtains are providing nice outdoor dining options.
- Diana is working on Hood Canal Bridge to Port Ludlow trail taskforce with eye on linking it to the Olympic Discovery Trail as an annex route.
- Ongoing County owned Port Ludlow sign on SR19 efforts continue.

**Gateway VIC – Bill** noted:

- Slowly continuing expanding hours of service. Hoping to bring volunteers back in April.
- Jefferson County Public Works has resurfaced parking lot, filling in plenty of potholes!

- Working with Steve on PT Leader's Getaway guide lodging listing and display ad
- Lots of Calif. Road trippers. Much better masking, and donations of gratitude flowing in.

AREA UPDATES  
(cont.)

**Port Townsend / Chamber** – Arlene's update including these highlights:

- Their outdoor kiosks are being well used, as Chamber traffic for VIC info. Is way up.
- So happy that Wooden Boat Festival will again be live and in person this September.
- Enjoy seeing "Plenty of feet on the street!"
- Everyone is invited to log into the Chamber site and input their calendar of events details.

**WTA/WTMA** – Marsha updated TCC that:

- WTA is close to concluding the process of rebranding for the state.
- Continued work on WA State Visitors guide.
- Explore WA Backyard campaign and Road Trips campaigns have been refreshed for spring with exciting new itineraries.
- National search for hiring a WTA Director of Marketing is still underway.

ADJORN

**Adjournment** - There being no further business the TCC meeting was **adjourned** at 11:32 AM

**Next meeting** of TCC is Tuesday May 11, 2021 – 10:00 AM location/mode TBD

DRAFT