

**Tourism Coordinating Council – Jefferson County**  
**Minutes of the Meeting of the Coordinating Council**  
**May 11, 2021 (DRAFT)**

The May 11, 2021 meeting of the Tourism Coordinating Council (TCC) for Jefferson County, was called to order at 10:04 AM by TCC Chair Roney. A quorum assembled in attendance was noted.

CALL TO ORDER

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

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

**Excused:** Aaron Terada, Cleon Telling

**TCC Marketing Coordinator** present: Steve Shively

**Consent Agenda** Diana moved approval of consisting of **April 13, 2021**, TCC minutes and current TCC Financials as presented, Consent Agenda approved by unanimous approval (by consent).

CONSENT AGENDA

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

COMMISSIONER  
UPDATE

- West End travel reflections, noting plenty of visitor volume and traffic.
- Ongoing State and Federal financial budget funding, including JeffCo. ARPA (American Rescue Public Access) funding for public health and medication efforts.
- Beginning of HB 1590 approved 1/10 of 1% additional sales tax dedicated to affordable housing,
- Ongoing Port Hadlock sewer infrastructure, Point Hudson breakwater and Chimacum Ridge Community greenspace projects are all included in the State Capital Budget funding.
- Current and ongoing status of COVID's "Road To Recovery" Phase 3 distinction.
- Current LTAX revenues are in over 47% above budget, enabling well for 2022 LTAC grant funding. LTAC has begun outlining next years funding review process.

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

OPTC REPORT

- Destination Analysisists updated domestic and international travelers sentiment continue to improve. Belief in travel safety is returning, yet many foreign countries are still at lower vaccine rates than is the US.
- Visitors planning activity, including near-term travel planning is rebounding.
- Openness to travel inspiration continues to rise. Higher budget and destination confidence is increasing.
- Reflections on the recent hybrid OPTC meeting was an overall success. Tech-heavy kudos to 7 Cedars for facilitating the successful meeting. TCC discussed many of the current pros and cons of hybrid and return to in person meetings.
- Book > Direct feature is now live. Marsha walked TCC through features and functionality.
- FAM (Familiarization and Marketing) tours are returning. Marsha thanked Steve, Port Ludlow, and Old Alcohol plant for hosting a recent Boston Globe travel writer. Upcoming National Geographic and German travel publication FAM's are being planned

**New Business** – Crystie shared insights with TCC regarding a proposal to convene Olympic Peninsula regional caucuses to develop some conversation around the vital third-leg of authentic and sustainable tourism, modeled after the article "[Tourism, Hospitality and the Practice of Community Well Being](#)" with a goal of inviting local farmers, innkeepers, foodmakers, artists, outdoor guides etc, and other community partners whose livelihood

involves working with guests and visitors, and with caring for this people and place we love— for a conversation about how our work can nourish community well-being. This will be a chance for relationship building as well as for sharing thoughts. TCC thanked Crystie for her insights, and asked Steve to work with Crystie on possible program development.

### Marketing Report

Steve Reviewed with TCC the following:

- Steve gave praise for 7 Cedars 5-staff deep tech team associated with successfully pulling off the OPTC hybrid event. TCC may desire to return to some form of in-person, but the logistics and technically bandwidth are not yet properly aligning.
- WA State’s COVID ‘Road to Recovery’ we are all currently traveling is a previously unmapped route thanks to the Phase Pause passed down May 3 by Gov. Inslee.
- Resulting in WA Hospitality Assoc. issuing a CTA to reopen WA state by June 15. Ref. details and online petition at <https://p2a.co/reopenwa>
- Reflections on successful return to hosting FAM tours. Boston Globe travel writer Diane Bair. Many thanks to Marsha at OPTC for organizing the itinerary, and Resort at Port Ludlow and Old Alcohol Plant for welcoming us with lovely meals and hospitality.
- #RecreatResponsibly messaging will be key this season. Crowded NPS entrance stations, and full costal access points. This messaging is not limited to only an Olympic Peninsula challenge. Steve showcased a global array of #RecreateResponsibly messages, from Portugal, to Florida to Scotland’s “Yours To Enjoy – Responsibly” <https://youtu.be/Q1HBKnnGr-g> messages. Steve will work with National Parks to update real-time entrance station traffic status.
- The Current TCC marketing campaigns reviewed included:
  - PT Leader Getaway Guide,
  - Adventures Northwest, and
  - North West Travel & Life’s Digital Content and Magazine’s,
  - Washington State Visitors Guide,
  - Our co-opt with OPTC’s Spring multi-channel campaign, leveraging TV Commercials, Social Media, Google & Microsoft Ads, and Portland, Pierce County and Seattle bus ads.
  - Healthy Travelers demographics and visitation interest was reviewed care of March-April Northwest Travel & Life’s “more information” requests.

TCC MARKETING  
COORDINATORS  
REPORT

TCC MARKETING  
COORDINATORS  
REPORT (Cont.)

AREA UPDATES

### Area Updates:

#### Tri-Areas - Chimacum Valley & Marrowstone Island

**Tri-Areas Bethany** – shared updates: Indian Island is again welcoming back “shore leave” of Sailors. Old Alcohol Plant will be hosting in their hotel during May. Planning to host July 4th concert for Bayside Housing. 2nd campaign of Tiny Homes are beginning being built for sheltering area homeless.

#### Crystie shared Chimacum and Finnriver news including

- Chimacum Corner Store reported their biggest single day ever, last Sunday. – Looking forward to Sunday’s Chimacum Farmers Market to reopen.
- Good signs that this past Sunday was at the same numbers as 2019’s record levels for the date.
- Still using QR codes for ordering and table seating / service vs. walk-up for food and tastings
- Live music – will return with ticketed, limited seating soon.
- Looking forward for guided tasting program offerings returning.
- Welcoming a new vendor with Chimacum Bike Tours

- Waiting on JeffCo. Health Dept. guidance regarding private event offerings. – Good news that people want to return. How to do it – safely is the challenge.
- Started planning for fall's Apple & Cider event, October 8-10.
- Andy Nordstrom has reportedly bought the Marrowstone Cottages property– reopening June of 2022.

**Aaron** shared (via email) the following Marrowstone / Ft. Flagler info.:

- All campgrounds are now open, no COVID restrictions.
- Lower/Upper and Both Group Camps. All five Vacation Houses still busy.
- RC still closed due to COVID but “good timing” because significant repairs needed before opening.
- No interpretive tours this season and museum closed due to COVID restrictions on volunteer duties. (Museum and tour program is run by Volunteer workforce)
- Nordland Store still closed due to November fire. No updates available.

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

- Vince Cook of Makah commented that their tribal council is still considering reopening dates.
- NPS road work on Hoh River Road,
- West End Beaches are already crowded.
- Messaging of #RecreateResponsibly is on everyone's mind

**Port Ludlow - Diana** shared:

- Seeking seasonal staff throughout all departments of property.
- April's Inn occupancy was 69%, vs. only 39% in April of 2019. Growth in bookings is being seen particularly during weekends.
- Ongoing room refresh throughout Inn.
- Family Reunions and small biz retreats are booking for July. The Marina tent and Fireside veranda are both up for groups usage with updated WiFi and IR heaters.
- Mothers Day dining event was sold out.
- Breakfast is now served 7-days/week.
- Golf course will host Taylor Made golf fitting clinic in June
- Expanded rental boats program at Marina open for season
- The Yacht Club celebrated “opening day” with a parade.
- New business' open on Ludlow Village.

**Gateway VIC – Bill** noted:

- Continuing expanding hours of service – now six-days a week, thanks to the return of volunteers to the Visitors Center.
- Monthly stats from April indicated that travelers from 19 different states checked in!
- Recommending lots of museums and cultural tourism offerings to help balance excessive demands on our much loved public lands.
- Jefferson County Activity Map is being printed as we speak.

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

- Traffic has increased. Noting higher visitor volumes into mid-week.
- Thanked Marsha for her Chamber Café focus on Olympic Peninsula tourism.
- Enjoying the good news of a recent Seattle Times article outlining plenty to do in Port Townsend and into Jefferson County.
- Looking forward to upcoming JeffCo. leadership awards.

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

- “Pack your patience” – may be our best summer 2021 messaging!

**Adjournment** - There being no further business the TCC meeting was **adjourned** at 11:56 AM  
**Next meeting** of TCC is Tuesday June 8, 2021 – 10:00 AM location/mode TBD

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