

**Tourism Coordinating Council – Jefferson County**  
**Minutes of the Meeting of the Coordinating Council**  
**August 10, 2021 (DRAFT)**

The August 10, 2021 meeting of the Tourism Coordinating Council (TCC) for Jefferson County, was called to order at 10:06 AM by TCC Chair Bill Roney. Noting that a quorum was in attendance.

CALL TO ORDER

**Council members** present: Bill Roney, Marsha Massey, Diana Smeland, Crystie Kisler, Aaron Terada, and Bethany Smith present.

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

**TCC Marketing Coordinator** present: Steve Shively

**Consent Agenda** Approval of **June 8, 2021**, TCC minutes and current TCC Financials as presented, the Consent Agenda was moved for approval by Diana, seconded by Bethany, and approved by unanimous consent.

CONSENT AGENDA

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

COMMISSIONER  
UPDATE

- About \$100,000 in supplemental LTAC grants were authorized by BoCC, applications solicited and reviewed and awarded by LTAC.
- Ongoing State and Federal financial budget funding, including remaining CARES Act funding to JeffCo., and appropriations for infrastructure considerations, including: Hobuck Store, Workforce and homeless housing inventory, Hadlock infrastructure.
- TCC discussed current and ongoing status of COVID's "Road To Recovery" related to current state-wide masking order and call, by some, to consider vaccination mandates. "Pack Patience", "Remain flexible" and support scientific best practices concerning the value of vaccination and masking, continue to be key messaging.

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

- Natural resource management reports from NPS, Forrest, National Marine Sanctuary and Clallam County Parks all report increased visitors and efforts maintain sustainability through peak summer season. Busy with current fire restrictions in place.
- Olympic National Forest Service VIC's remain closed, only Olympia HQ is accessible – via advance appointments – to visitors.
- Olympic National Park is recommending visitors to Hoh and Hurricane plan to arrive before 9:30AM or after 4:30PM to avoid the over capacity crowds. TCC continues to redirect to coastal beaches and Quinault Rainforest as alternatives.
- Planning continues for fall co-opt campaign. Adding drive-market audience focus in Portland. Building upon successful Spring campaigns extremely high media impressions across all channels.

OPTC REPORT

**Marketing Report**

Steve Reviewed with TCC the following:

- WA State's COVID 'Road to Recovery' remains in uncharted waters due to the continual changing guidance and policies related to understanding – and enforcement – of local masking and/or vaccination regs.
- Regional "Road Trips" and "Reverse Doughnut" travel continues to drive the bulk of our visits. Rural area tourism and the Olympic Peninsula remains a very popular destination.
- Thanks to Commissioner Eisenhower and JeffCo. LTAC for swiftly responding to the suggestion that a supplemental budget cycle could be considered.

TCC MARKETING  
COORDINATORS  
REPORT

- TCC will leverage the additional funds to further messaging and hospitality industry capacity development in the areas of understanding and compassion for our community, visitors and industry. And for greater collaborative investment in the fall-winter OPTC “You Can’t Get Anymore NW...” campaign.
- #RecreateResponsibly messaging remains key this season.
- Service level worker shortage will continue to impact restaurant and other segments of the hospitality and leisure industries.
- Current TCC marketing campaign results were also reviewed

TCC MARKETING  
COORDINATORS  
REPORT (Cont.)

#### Area Updates:

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

AREA UPDATES

**Bethany** – shared updates: Old Alcohol Plant’s Spirits Grill is Front of house and line cook staffing challenges. Limited lunch, Fri., Sat. Sun.

- Music fest this past weekend. Upcoming Labor Day concerts. Art Opening will be Sept. 17.
- Second Tiny Home Village will enhance education and messaging across Bayside website.

**Crystie, shared the following Chimacum** and Finnrivier news including

- The Keg & Eye is requiring proof of vaccination certs to enter
- Finnrivier now open four-days per week vs. daily, revisiting operations to see how lower staffing levels might work with declining numbers of staff.
- Recent “Up, up, up Circus” went well. Largest event ever held at Finnrivier.
- Live music is back. Musicians are overjoyed being able to perform again.
- Farm Tour and World Apple Day (Apple & Cider Fest) on-tap for September and October.
- Special label partnership with Wooden Boat School.

**Aaron** shared Ft. Flagler info.: Busy and full, normal occupancy levels. Not seeing much/any masking. Very dry – Glad to see the county wide burn ban and county-wide burn-ban order.

- Capital approved building projects – include Welcome Station, a new upper campground road (away from the bluff), will require closure of upper campground for the 2022 season.
- Still waiting possible fall reopening of two larger group camp facility.
- WSP&R is following CDC and WA State Governor’s regulations related to COVID

**Westend – Bill** noted that Lissy in Forks VIC has already welcomed their 3<sup>rd</sup> largest volume of visitors, EVER! Peaking over 500 daily visitors.

**Port Ludlow - Diana** shared:

- Breakfast service is back at the Fireside restaurant. Served 7-days/week.
- 93% July occupancy, a record high from mid-high 70% occupancy during previous months. All while understaffed. Continued focus on improving communication style in effort to change visitors’ perceptions.
- Promoting in-house wellness retreat weekend.
- Return to daily Happy Hour and Farm dinners on Wed.
- Golf, Charity tournaments are being planned.
- The historic ship, Lady Washington was in marina and sold out all of their sailings
- Aug. 28 – upcoming Volkspport Walk.
- Expanded rental boats program at Marina open for season with new brochure

**Gateway VIC – Bill** reported:

- Pleased to have recvd. The LTAC supplemental funding for help with ADA renovations.
- Happy that JeffCo. public works will be involved with the renovation

- Already the VIC has welcomed visitors from all 50 states this season, and have passed 2019 YTD visitor numbers.
- Thanks to a small but mighty crew of VIC volunteers. Bills very grateful and proud of them

AREA UPDATES  
(cont.)

**Port Townsend / Jefferson Chamber – Arlene** reported:

- Port Townsend has been packed busy, especially on weekends.
- The VIC bot queries are trending in the positive visitor sentiment direction. Vols. Are focused as subject area experts.
- Aug. 20 in Port Hadlock the Chamber will show case upcoming “Hiring through COVID” workshop. Followed by an Oct. 1 new business Chamber Café showcase.

**WTA/WTMA** – Marsha repeated the messaging mantra:

- “Pack your patience” – will be our best summer 2021 messaging!
- WTA recvd. WA state funding proviso through Dept. of Commerce.
- **Oct.** State Tourism Summit – Oct. 21-22 at SeaTac TBD
- **State B-roll** filming and photo in July was successful.

**Adjournment** - There being no further business the TCC meeting was **adjourned** at 12:07 PM  
**Next meeting** of TCC is Tuesday September 14, 2021 – 10:00 AM location/mode TBD

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