

Tourism Coordinating Council – Jefferson County
Minutes of the Meeting of the Coordinating Council
June 8, 2021 (DRAFT)

The June 8, 2021 meeting of the Tourism Coordinating Council (TCC) for Jefferson County, was called to order at 10:04 AM by TCC Marketing Director Steve Shively. Noting that a quorum was in attendance.

CALL TO ORDER

Council members present: Marsha Massey, Diana Smeland, Aaron Terada, and Bethany Smith present.

Partners present: Commissioner Heidi Eisenhour, Arlene Alen

Excused: Bill Roney, Crystie Kisler, Arlene Alen (in transit, intermittent connection)

TCC Marketing Coordinator present: Steve Shively

CONSENT AGENDA

Consent Agenda Approval of **May 11, 2021**, TCC minutes and current TCC Financials as presented, the Consent Agenda was approved by unanimous approval (by consent).

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

COMMISSIONER
UPDATE

- Walla Walla travel and Hood Canal shrimping expedition reflections, noting plenty of visitor volume and traffic.
- Ongoing State and Federal financial budget funding, including JeffCo. appropriations for infrastructure projects: Hobuck Store, Workforce and homeless housing inventory, Hadlock infrastructure.
- Fall redistricting anticipated as 2020 census figures are received.
- Plenty of resource management work, inclusive of Pleasant Harbor Master Plan, Dabob Bay and regional DNR trust lands.
- TCC discussed current and ongoing status of COVID's "Road To Recovery" related to anticipated July 1 masking order and vaccination operations. "Pack Patience" and "Remain flexible" continue to be key messaging.

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

OPTC REPORT

- Reflections from recent hybrid OPTC meeting which continued to be offered as hybrid
- All LTAX reports are up. Increases are coming in from a mix of increased occupancy, rates and growth in Airbnb/VRBO sector.
- 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.
- WA State \$12M budget proviso approved, campaign will emphasize tourism recovery across the state, with Eastern WA focus for summer, and Western WA in fall/winter.
- WA Hospitality – down 90K workers from pre-pandemic levels. Ryan Malane of Black Ball Ferry anticipates a – possibly – September return for full US/Canada border access.
- The successful spring joint marketing campaign in wrapping up. Overall campaign media impressions remain extremely high across all channels.

Marketing Report

Steve Reviewed with TCC the following:

TCC MARKETING
COORDINATORS
REPORT

- "Reverse Doughnut" travel – where visitors are flocking away from the traditional city centers, in preference for rural, as seek in Seattle and to a lesser extent unincorporated Jefferson and Clallam counties over 'city centers' of Port Townsend and Port Angeles.

- Rural area tourism growth being driven by regional road tripping. Olympic Peninsula remains a very popular destination.
- WA State's COVID 'Road to Recovery' continues to travel uncharted routes thanks to uncertain guidance and unsettled policies related to understanding – and enforcement – of local masking regulations.
- #RecreatResponsibly messaging remains key this season.
- Service level worker shortage will continue to impact restaurant and transportation industries. All the while the 2021 Alaska cruise season is attempting to offer as many as 80 departures, albeit with reduced capacities.
- Current TCC marketing campaign results were also reviewed

TCC MARKETING
COORDINATORS
REPORT (Cont.)

AREA UPDATES

Area Updates:

Tri-Areas - Chimacum Valley & Marrowstone Island

- **Tri-Areas Bethany** – shared updates: Old Alcohol Plant's Spirits Grill is now open Wednesday – Sunday Dinner only and Tuesday take out only. Due largely to a lack of staff.
- Hosting a July 4th concert in support of Bayside Housing. Tickets are on sale now, featuring a pre-fixe BBQ menu and some music. The 2nd campaign of Tiny Homes are being built for sheltering area homeless, and will be set-up off Center Road.

Crystie, while unable to attend meeting shared in advance the following Chimacum and Finnriver news including

- Memorial Day Sunday was our fourth biggest day of all time at Finnriver, even as we maintained social distancing.
- Currently we are planning to expand operations Wednesdays through Sundays 12-9 PM
- Affordable housing — or any housing— continues to be a daily conversation with our workforce and related folks.
- A new organization in town that's doing racial equity trainings called Usawa Consulting— directed by Tonia Burkett: <https://usawaconsulting.com/> I highly recommend their racial justice literacy training.

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

- All campgrounds are now open, no COVID restrictions.
- 100% weekend occupancy being enjoyed throughout Lower/Upper and Both Group Camps and all five Vacation Houses. Still busy with 70-90% midweek occupancy.
- Retreat Center units – other than the 40-person Camp Wilson – are being structurally assessed for further occupancy. These represent approximately 280-person group occupancy.
- TVW will be filming some B-roll footage at Flagler and other WA State Parks in June.

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 remains on everyone's mind

Port Ludlow - Diana shared:

- Breakfast service is back at the Fireside restaurant. Served 7-days/week.
- June – October group business calls are increasing. Leisure travel with short booking windows are still the norm.
- Wednesday Night Farm dinners – will return June 24 with a Finnriver Cider dinner. Considering moving to once/month vs. weekly until staffing levels improve.
- Still seeking seasonal staff throughout all departments of property.

- Golf course will host US Juniors qualifying tournament and Taylor Made golf fitting clinic in June
- Expanded rental boats program at Marina open for season with new brochure

AREA UPDATES
(cont.)

WTA/WTMA – Marsha repeated the messaging mantra:

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

TCC agreed that July’s meeting will be skipped. Next meeting will be August 10.

Adjournment - There being no further business the TCC meeting was **adjourned** at 11:23 AM

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

ADJORN

DRAFT