

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

The September 14, 2021 meeting of the Tourism Coordinating Council (TCC) for Jefferson County, was called to order at 10:16 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, Bethany Smith, and Cleon Telling present.

Members excused: Aaron Terada, Crystie Kisler

Partners present: Commissioner Heidi Eisenhour, Arlene Alen

TCC Marketing Coordinator present: Steve Shively

CONSENT AGENDA

Consent Agenda Approval of **August 10, 2021**, TCC minutes and current JeffCo. and Olympic Peninsula Room Tax reports were presented. The Consent Agenda was moved for approval by Diana, seconded by Bethany, and approved by unanimous consent.

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

COMMISSIONER UPDATE

- Much focus on issues resulting from the September 3 Jefferson-Clallam County proof-of-vaccine mandate for indoor food and beverage seating.
- Public reactions vary. Most observed problems coming from locals vs. visitors.
- Agreed that TCC will reach out to Apple Martine, new Jefferson County Public Health Director, with message of collaborative support for Dr. Berry and invitation for deeper partnership with regional hospitality industry moving forward.
- COVID related cancelation of Wooden Boat Fest, delay of Jefferson Transits Kingston Connection express bus, and other tourism related impacts were discussed.
- Prepping for 2022 LTAC grant application process. Early figures may result in upwards of \$600,000 total funds available to be awarded.
- BoCC beginning to review short term vacation rentals, looking at model in Chelan County and elsewhere. Also considering speed limit on Larry Scott trail segment of ODT

New Business – Considerations for COVID related de-escalation tips and possible training(s) supporting hospitality industry, especially in wake of new proof of vaccine mandate was lifted up by Crystie and discussed. Arlene has hosted a Chamber PTPD facilitated training in the past. Marsha offered up some emerging models being developed elsewhere. TCC agreement was that Steve will work on developing a FAQ of best practices, with Arlene reaching out the PTPD for a possible repeat training (to be offered virtually), while Marsha will reach out to WA Hospitality seeking possible state level resources. Goal of getting information out to Jefferson-Clallam County hospitality providers via Olympic Culinary Loop and TCC, OPTC, OPVB and Chambers various networks.

New Business

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

OPTC REPORT

- Planning continues for late September launch of fall co-opt campaign. Adding drive-market audience focus in Portland via KATU2 (ABC-affiliated television station). Building upon successful Spring campaigns extremely high media impressions across all channels.

Marketing Report

Steve Reviewed with TCC the following:

TCC MARKETING
COORDINATORS
REPORT

- Ongoing monitoring of WA State's COVID 'Roller Coaster' ride toward recovery. Adding the Jefferson-Clallam County proof-of- vaccine mandate for indoor food and beverage seating is certainly a new twist.
- #RecreatResponsibly messaging throughout summer appears to have been helpful.
- Service level worker shortage will continue to impact restaurant and other segments of the hospitality and leisure industries.
- Participated in NODC's Regional Economic Development Strategy process for 2021-2025
- 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, including upcoming – RSVP only – art reception, and October's Apple, Cider and CrabFest double-header weekend.

Bayside Housing working with Fairground meals, Mill Road unhoused development, and on going partnership with Jefferson County Food Banks Association's food security goals.

Crystie, shared the following Chimacum and Finnrivers news including

- Finnrivers will be reopening this weekend in new fall seasonal mode, implementing the proof of vaccine entry requirement. Hours Thursday-Sunday 12-8pm. Keeping the to go service.
- A low-key, all exterior, Farm Tour option is set for this weekend... Going forward it seems like our Events will need to be week by week depending on the COVID conditions.

Westend – Marsha noted that Lissy in Forks reported a very successful – sold out - Forever Twilight weekend, full of plenty of pivots due to COVID

Port Ludlow - Diana shared:

- A good VolksWalk event was enjoyed by many.
- Concert in your cars and car show coming later in September.
- Weekly Wednesday Farm Suppers will return to the Fireside.
- Beginning Fall seasonal maintenance at the golf-course.
- Happy that Ludlow Village has added a second drive-thru coffee kiosk!

Gateway VIC – Bill reported:

- This past Labor Day weekend has big numbers. Over 350 brochures distributed just this past weekend care of the outdoor displays at the VIC.
- Happy that JeffCo. public works will be involved with supplemental funded renovations. Have added air purifiers and secondary fans to inside VIC.
- Hwy 19 resurfacing has certainly snarled traffic going past the VIC
- Thanks remain for the small but mighty crew of VIC volunteers. Bill is very grateful and proud of them all!

Port Townsend / Jefferson Chamber – Arlene reported:

- Port Townsend continues to be especially busy, especially on weekends.
- Presently hosting Port of Seattle funded Enjoy PT Fantasy Weekend contest winners from Arizona for a Grand Prize worthy visit. Getting good footage for future promotions.

WTA/WTMA – Marsha repeated the messaging mantra:

- "Pack your patience" – messaging continues into fall!
- New State level WTA website and branding coming soon.
- **Due to COVID there will be no Oct.** State Tourism Summit – Oct. 21-22 at SeaTac in 2021

- WTA and Port of Seattle will be attending IPW- US Travel this month. Focus will be on international travelers. Their results will be harbinger of 2022 and future for our regions recovery

AREA UPDATES
(cont.)

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

ADJORN

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