

**Tourism Coordinating Council – Jefferson County**  
**Minutes of the Meeting of the Coordinating Council**  
**October 12, 2021 (DRAFT)**

The October 12, 2021 meeting of the Tourism Coordinating Council (TCC) for Jefferson County, was called to order at 10:01 AM by TCC Chair Bill Roney. Noting that a quorum was in attendance. The Chair welcomed Andy as the new owner of Beach Cottages at Marrowstone.

CALL TO ORDER

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

**Members excused:** Cleon Telling

**Partners present:** Commissioner Heidi Eisenhour, Bethany Smith, and Andy Nordstrom

**TCC Marketing Coordinator present:** Steve Shively

**Consent Agenda** Approval of **September 14, 2021**, TCC minutes and current JeffCo. and Olympic Peninsula Room Tax reports were presented. The Consent Agenda was moved for approval by Bill, seconded by Bethany, and approved by unanimous consent.

CONSENT AGENDA

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

COMMISSIONER  
UPDATE

- Continued preparations for 2022 LTAC grant application process. Estimates of \$900,000 total funds to be available for allocation.
- Status of offer extended to top candidate for County Administrator position.
- Progress continues on Mill Road unhooded shelter property development.
- Status of necessary reduction in COVID cases before Dr. Berry lifts current temporary proof-of vaccination mandate for indoor F&B customers.
- Working on biennial budget, census related redistricting, Port Hadlock sewer and various Port issues throughout County.

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

OPTC REPORT

- Fall co-opt marketing campaign has launched. 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.
- Mike Moe of WTA reported on IPW trade summit in Vegas. Forecasts for 2022-23 return of international travel
- Update on current status, and resulting impacts, for Black Ball ferry and Canadian travel restrictions.
- Reviewed DMA West destination analyst's readership conversion study related to impacts of printed travel planners. Findings indicate that print is not dead yet!

**Marketing Report**

Steve Reviewed with TCC the following:

TCC MARKETING  
COORDINATORS  
REPORT

- Ongoing monitoring of WA State's COVID 'Roller Coaster' ride toward recovery.
- Reviewed the Conflict De-Escalation tips and tools joints produced and distributed.
- Early post Summer findings prove that Road Trips, and esp. RV's continue popularity.
- Study showing the power of partnering visitors towards a pledge of #RecreateResponsibly vs. larger and louder signs 'shouting' NO, results in better compliance.
- Service level worker shortage will continue to impact restaurant and other segments of the hospitality and leisure industries.

- Current TCC marketing campaign results were reviewed, including results from Septembers Eat Local – Olympic Peninsula campaign, and preliminary results from successful Apple & Cider and Dungeness Crab and Seafood Festivals.

TCC MARKETING  
COORDINATORS  
REPORT (Cont.)

**New Business:** TCC strategized and took ACTION, approving the submitting of presented 2022 budget to LTAC of \$295,00 (with \$30,000 earmarked for collaborative strategic planning consultation). **Approved** by unanimous consent.

NEW BUSINESS

**Area Updates:**

AREA UPDATES

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

**Bethany** – shared updates included Bethany’s sad announcement that she’ll be leaving Old Alcohol Plant, relocating to Silverdale. TCC thanks Bethany for her years of partnership and good participation. Bayside Housing welcomes Heather Dudley as development director. Spirits has Oktoberfest plans on their menu.

**Aaron** – shared Fort Flagler & Marrowstone news, including, Park has closed upper campground for season. Lower campground remains open with 90% occupancy mid-week, 100% weekends. Retreat Center buildings remains closed, maintenance work begins on Theater. Friends of FF have volunteered to restore the Mystery Bay Picnic Shelter. Norland Store restoration begins.

**Crystie, shared the following Chimacum** and Finnrivers news including: “Muddling through, continued bumpy road of pandemic and vaccine mandate, coupled with lots of staff turnover and hiring gaps.”

Apple & Cider was more lively than expected. Planning outdoor Halloween event.

Excited for new WSU Extension Director and the hiring announcement of Melissa O’Neill as ED of the Chimacum Center, focused on rural arts events.

**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:

- Weekly Wednesday Farm Suppers returning to the Fireside. Service gaps necessitate Monday and Tuesday closure.
- October 27 Comfort Meal menu of Fish & Chips, Slaw ad Turtle Pie will be a favorite!
- Group business remains mixed with lots of rescheduling or cancelations.
- Winter Rates and seasonal maintenance at the golf-course beginning soon.

**Gateway VIC – Bill** reported:

- Sept. welcomed more out of state vs. in-state visitors at the VIC
- Still looking at deferred ADA maintenance waiting on contractor, supplies and good weather to all collaborate.
- Always thankful for the small yet dedicated crew of VIC volunteers.

**WTA/WTMA** – Marsha shared:

- 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

**Adjournment** - There being no further business the TCC meeting was **adjourned** at 12:00 PM

ADJORN

**Next meeting** of TCC is Tuesday November 9, 2021 – 10:00 AM location/mode TBD