

Tourism Coordinating Council – Jefferson County
Minutes of the Meeting of the Coordinating Council
November 9, 2021 (DRAFT)

The November 9, 2021 meeting of the Tourism Coordinating Council (TCC) for Jefferson County, was called to order at 10:05 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, Cleon Telling, present.

Members excused: Crystie Kisler

Partners present: Commissioner Heidi Eisenhour, Jessie Short, Christina Maloney (Owner Hood Canal Adventures), and Andy Nordstrom

TCC Marketing Coordinator present: Steve Shively

Consent Agenda Approval of **October 12, 2021**, TCC minutes and current TCC budget, JeffCo. and Olympic Peninsula Room Tax reports were presented. The Consent Agenda was moved and approved by unanimous consent.

CONSENT AGENDA

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

COMMISSIONER
UPDATE

- LTAC recommended \$885,000 from 16 tourism marketing requests for 2022.
- Public infrastructure investments being considered by BoCC, inclusive of Port Townsend removal of hazard trees, burying power lines, and expanding boat yard. Starting \$1.1 million in multi modal walkways in both Quilcene and Port Townsend and Brinnon and Port Townsend Community Center roof replacement.
- Restarting County Administrator position search in January after top-candidate rejected offer.
- Progress continues on Mill Road unhoused shelter property development. Good examples of self-accountability and progress amongst clients.
- Dr. Berry is still seeking reduction in COVID cases before she lifts emergency proof-of vaccination mandate for indoor F&B customers.
- Olympic Discovery Trail segment through Anderson Lake State Park and easement adjoining PUD HQ is almost complete.

OPTC REPORT

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

- Aimee Conkle joins the OPVB and OPTC team as new office administrator.
- eNews editorial calendar outlined for 2022 marketing
- 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.
- Travel planner preparations begin for 2022.
- Targeting campaign to welcome back Black Ball ferry and Canadian travelers after first of new year.
- Attended Travel & Words conference in Bellingham. Good contacts made with all 15 writers in attendance.
- Big YTD Room Tax figures being collected – almost everywhere – around the Loop.

TCC MARKETING
COORDINATORS
REPORT

Marketing Report

Steve Reviewed with TCC the following:

- Reviewed LTAC 2022 marketing funding process. Pleased with our fully funded request for \$295,000

- October 2021's JeffCo. Hotel/Motel Lodging Tax surpassed all of 2019's record year.
- Airbnb bookings trends and analysis was reviewed and discussed.
- Current TCC marketing campaign results were reviewed, including results from October's Olympic Peninsula campaign, and additional results from successful Apple & Cider and Dungeness Crab and Seafood Festivals.

TCC MARKETING
COORDINATORS
REPORT (Cont.)

New Business: TCC Bylaws were reviewed by Bill and Steve as part of the "Annual Meeting" of TCC. Election of Chair, Vice Chair and Recorder was tabled until Dec. 2021 meeting Insights and new opportunities related to structuring TCC membership was discussed.

NEW BUSINESS

Area Updates:

Aaron – shared Fort Flagler & Marrowstone news, including, Park has closed upper campground for season. Lower campground remains open with decent occupancy mid-week, still full on most weekends, even with first-come-first-serve through end of March. Lots of high winds and flooding debris being cleaned up.

AREA UPDATES

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 news including: Finnriver is remaining open Thursday-Sunday 12-8pm, keeping music going and restarting community events like open mic and creative writing workshops etc. Looking to book private holiday parties on Wednesdays. Last weekend in November we're hosting several events as part of a 'Harvest Holiday Weekend' with a small craft fair, outdoor gratitude walk and community bowls fundraiser and free soup event.

We've finally got plenty of staff and now need to keep them busy!

The Chimacum Craft Fair is proceeding at the schools on December 11th.

Cleone – Gave Worthington Park and Quilcene museum. Michaela Kothman is new owner of 101-Brewery-Twana-Roadhouse. Museum grant being applied for. Shoel construction built out 40 additional parking spots. Drain area log barriers will be incorporated in a logging interp area. Invited everyone to visit <https://www.worthingtonparkquilcene.org>. She also spoke highly of recent trips to Bellingham and North Cascades Highway discoveries. Current art works on display throughout the Worthington House are from period artist through the 1920's.

Westend – Marsha noted the good Quileute Ocean Resort article in the current issue of NW T&L, and the fact that its raining – again and a lot – in Forks!

Gateway VIC – Bill reported:

- Pleased with LTAC funding of 2022 proposal. Hoping for new volunteers to enable Gateway to return to 7-day staffing.
- Always thankful for the small yet dedicated crew of VIC volunteers.

Adjournment - There being no further business the TCC meeting was **adjourned** at 11:50 AM

ADJORN

Next meeting of TCC is Tuesday December 14, 2021 – 10:00 AM location/mode TBD