

Tourism Coordinating Council – Jefferson County
Minutes of the Meeting of the Coordinating Council
December 14, 2021 (DRAFT)

The December 14, 2021 meeting of the Tourism Coordinating Council (TCC) for Jefferson County, was called to order at 10:04 AM by TCC Chair Bill Roney. Noting that a quorum was in attendance. The Chair gave a “hats off” to all for help throughout 2021 in the good work of successfully promoting Olympic Peninsula tourism during another difficult year.

CALL TO ORDER

Council members present: Bill Roney, Marsha Massey, Diana Smeland, Aaron Terada, Cleone Telling, present.

Members excused: Crystie Kisler, Heidi Eisenhour

TCC Marketing Coordinator present: Steve Shively

Consent Agenda Approval of **November 9, 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 – Commissioner’s Eisenhour and Brotherton were given thanks for their contributions to Jefferson County Tourism (Greg’s three “Hike with a Local” videos are popular on TCC social media). And to all three JeffCo. BoCC for keeping everything running well throughout the interim County Administrator transition.

COMMISSIONER UPDATE

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

OPTC REPORT

- Olympic National Park’s PAO Penny Wagner is on temporary assignment in the SW and Superintendent Sarah Creachbaum has accepted a new role as the regional director for the National Park Service in Alaska. Lea Taylor is the interim for Olympic NFS.
- Black Ball Ferry – soft relaunch since Nov. has brought +\$1M economic development, even with light loads. (Approximately 50% capacity southbound average, and only 10% capacity during northbound sailings.) Plans are for a “Welcome Back” campaign post January drydock
- WTA rolls out tomorrow the brand new state brand and website www.stateofwatourism.com
- The OPTC co-op Fall/Winter campaign is on pause for the holidays.
- NWT&L featured Port Ludlow, Port Townsend as part of a “3-ports” article.
- 2022 Travel planner – Moved to April production goal, in parallel with WA State travel guide
- OPTC meetings for 2022 will still be via Zoom or hybrid.

Marketing Report

Steve Reviewed with TCC the following:

- Reviewed YTD 66.5% LTAX revenues over prior year, with more growth anticipated.
- COVID omicron variant arrived during Thanksgiving holiday – again – impacting travel.
- N. Olympic Peninsula – especially Clallam Co. – continue to wrestle with COVID-19 case rate rise, and lawsuits filed against Dr. Berry for ordering proof of vaccine order.
- Reviewed current OPTC joint-marketing timeline and impressions, plus TCC’s advertising.

TCC MARKETING COORDINATORS REPORT

Old Business: Bill and Steve continue working on TCC Bylaws. Election of Chair, Vice Chair and Recorder was tabled as work to develop a narrative is being developed.

OLD BUSINESS

Area Updates:

Aaron – shared Fort Flagler & Marrowstone news, including, Park has closed upper campground AREA UPDATES
Good news that the Marrowstone – Nordland store is under construction, good community support. Construction underway for Retreat center – no retreat center bookings of about 275 bed capacity. The Fort's five vacation houses remain busy. King tide flooding down at Marrowstone point resulted in loss of 10 campgrounds at lower beach (sites 103 – 111) have been taken offline. Welcome to a new area interpretative specialist, living in the park. Fort Flagler is looking for volunteers for gift shop, museum and tour docents for next season.

Cleone – Gave Worthington Park and Quilcene museum updates, including. That Quilcene is loaded with fresh snow. Mostly saved from flooding.
Loggers Landing has new owner, Joe Carter. Looking to reopen soon as a Fish & Chips menu favorite. Worthington Park's website. Has lodging rates for house and event property rentals, with goal of spring 2022 welcoming a manager/coordinator for Worthington House. Grand improvements in their parking lot and sidewalks leading to the house add to the enhanced landscaping throughout the grounds.

Port Ludlow – Diana shared highlights including: Updates on her home holiday lighting display and 100+ pounds of donated food to needy

- Search for a new sales manager is ongoing.
- Working with PGA on landing a new head Golf Pro.
- Restaurant is open 7-days for lunch and dinner.
- Cheers to the return of daily Happy Hours, Sunday-Thursday
- January brings back the Wednesday themed meals of “Low-and Slow” themed cooking.
- Thanksgiving sold-out with in person dining + 15 takeout orders
- Still have some Christmas eve reservations.
- Christmas Scramble scheduled on the golf course.

In the area – a new 20 acre retreat center on Oak Bay is being planned.

Westend – Marsha noted kudos to Lissy and the entire community for helping all those stranded in Forks flooding! Penny noted that the road to the Hoh has been reopened, while the Hwy 112 slide impacting Neah Bay remains active.

Gateway VIC – Bill reported: Six-day/week in-person schedule. Even while being down about 70% from pool of volunteers. Still seeing that ~30% of visitors are coming from out of state. First Night celebration, Dec. 31, will once again be in partnership with Jeff. Co. Historic Society and produced by TPA (The Production Alliance)

WTA/WMA - 2022 Destination analysts forecast takeaways.

- Nationally Omicron variants are not impacting travel as much as Delta has.
- 2022 the Year of the worker – how we hire – Work from Home, Hybrid, or ?
- Anticipated expense in broadcast media.
- Lodging - Hard to repeat 2021, since rate and occupancy has over the top in 2021. Urban recovery is best area for 2022 growth. “Fear Fatigue” over COVID.
- Forecasts for big traditional meetings and conventions are 2024++ for full recovery.
- Technology will force change, yet smaller gatherings is already on the return.

Adjournment - There being no further business the TCC meeting, Bill offered thanks to one and all for partnership on tourism and best to us in 2022. The meeting was **adjourned** at 11:41 AM
Next meeting of TCC is Tuesday January 11, 2022 – 10:00 AM location/mode TBD

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