

**WA STATE COMMUNITY TRADE & ECONOMIC
DEVELOPMENT**

**TOURISM COMMISSION
COMPETITIVE GRANT COMMITTEE MEETING
Chair: Kim Bennett**

**October 9, 2008 – SeaTac Conference Center / Seoul Room
Seattle, Washington**

FINAL – November 21, 2008

SUMMARY MINUTES

Meeting attendees

Members Present: *Chair: Kimberly Bennett*, Michael Campbell, Leonard Forsman, Chad Mackay, and Duane Wollmuth

Members Absent: Clinton Campbell, Kris Watkins

Staff: Marsha Massey and Cheryl Rasch

Call to Order / Roll Call / Approval of Agenda :

1. Kim Bennett called the meeting to order at 10:05 a.m.

2. Roll Call:

A roll call of the Committee members was taken, and the presence of a quorum was established. See above for the members that are present or absent.

3. Approval of Agenda:

ACTION: Agenda was reviewed by Kim Bennett. Chad Mackay moved to approve the agenda. Leonard Forsman seconded. **MOTION CARRIED.**

Review and Discussion of the Competitive Grant Applications

Kim reminded the committee that the stated goal of today's meeting was to review and discuss the pool of grant applications, and to determine a final list of grant awardees. But, if the committee is not able to come to consensus today, there is the option to defer decisions to a future meeting if necessary.

Michael Campbell asked for a general discussion and review of the process thus far, and any observations by the committee members. It was recommended that, upon completion of this first round of grant application processing, that the committee reconvene to debrief on the process and consider possible adjustments or changes to the process that might be deemed necessary before the next round.

A discussion of general observations ensued.

General observations included:

- 1) Avoid language that is too generic, or leaves too much up to interpretation by the applicant.
- 2) Need to clarify what the Committee is seeking in terms of “alignment” with State’s strategic and marketing plans. Perhaps more definitively express our goals?
- 3) There were a fascinating array of projects submitted; very diverse.
- 4) Staff needs to chart the on-going history of the applications, where they come from, how much they are asking for, which applications are granted funding, etc.
- 5) How can we streamline the paperwork?
- 6) How can we streamline the review process?
- 7) Reviewers commented on learning a lot about the diversity of activities and needs around the state, by participating in this grant review process.
- 8) How else can the Tourism Commission be a resource to help communities around the state?

Committee members, having individually read and evaluated all 35 grant applications, then proceeded through a systematic discussion of the proposed projects. Discussion and caucusing included individual evaluations, evaluation of geographic and demographic diversity, and the nature of the projects under consideration.

Committee members identified a short list of eligible applications for more in-depth discussion. Within this group, they considered the nature of the projects requested, and the geographic areas of the state that would be served. There were two recusals for specific evaluations, as follows:

- Duane Wollmuth: identified and recused himself from evaluation of the Washington Wine Commission application;
- Leonard Forsman: identified and recused himself from evaluation of the Jamestown S’Klallam application.

Through review and caucusing, Committee members established a final list of 10 proposed FY 2009 Tourism Grant Awardees which totaled to \$150,000. There were two additional applicants who were of particularly strong interest, but would require additional funding beyond that which was budgeted.

ACTION: Leonard Forsman moved to approve the list of applicants (attached), with the adjustment of funding to Cedar Cove Association (Application #11) of no less than

\$20,000, to total to the \$150,000 allocated for the Tourism Competitive Grant program. Duane Wollmuth seconded. **MOTION CARRIED.**

There was discussion of whether or not there was an opportunity to revisit the Tourism Office budget, to see if there could potentially be any additional monies that could be transferred to the Grant Program, in order to extend the selection to two additional applicants.

ACTION: Michael Campbell moved to go back to the Tourism Commission to advise them that two other applications had support of the Competitive Grant Committee, if additional funding support could be identified. Duane Wollmuth seconded. The vote was 2 “ayes” and 3 “nays”. **MOTION DOES NOT CARRY.**

Following further discussion:

ACTION: Duane Wollmuth moved to go back to the Tourism Commission to advise them that, if additional grant funding support could be identified, the Competitive Grant Committee would like to fund the following, in addition to the list of grant applications already approved:

- Balance of \$4,400 for Cedar Cove Association
- Visit Rainier - \$25,000
- Olympia Lacey Tumwater VCB - \$15,000

Michael Campbell seconded. The vote was 4 “ayes” and 1 “nays”. **MOTION CARRIED.**

List of approved final grant awardees is attached, and incorporated in to these minutes.

Meeting adjourned at 2:30 p.m.

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Fiscal Year 2009 Approved Grant Applications

The following are listed in alphabetical order only, with no priority order given:

1. Business Assoc. of San Juan County, dba San Juan Islands Visitors Bureau (Application #23)	\$15,000
2. Cascade Loop Scenic Highway (Application #22)	\$22,700
3. Cedar Cove Association (Application #11)	\$20,600
4.. Jamestown S'Klallam Tribe (Application #18)	\$25,000
5. Kitsap Peninsula VCB (Application #17)	\$ 6,900
6. Penn Cove Water Festival Association (Application #2)	\$ 5,000
7. Port Townsend Main Street (Application #4)	\$15,000
8. Skamania County Chamber of Commerce (Application #13)	\$ 6,500
9. Snohomish County Tourism (Application #19)	\$ 8,300
10. Washington Wine Country (Application #8)	\$25,000
 Total Approved Grant Awards:	 \$150,000