

**TOURISM COMMISSION MARKETING COMMITTEE MEETING
CHAIR – BRAD WALKER
WA STATE DEPARTMENT OF COMMERCE**

**October 2, 2009 – Dept of Commerce Seattle Office
2001 – 6th Avenue – Suite 2600
Seattle, Washington**

**FINAL – October 5, 2009
SUMMARY MINUTES**

Meeting attendees:

Members Present via conference call: Kim Bennett, Rick Meadows (joined at 10:30 a.m.), Brad Walker, Sandy Ward, Kris Watkins and Duane Wollmuth

Members Absent: Frank Finneran

Other Commission Members Present: Michael Campbell

Staff Present: Betsy Gabel and Marsha Massey

Green Rubino Staff: Crystal Inge, Nat Jungerberg, Adam Krett and John Rubino

Call to Order / Roll Call / Approval of 10-2-09 Agenda:

1. Brad Walker called the meeting to order at 9:40 a.m., and welcomed the Committee members, tourism staff and GreenRubino staff.
2. Roll Call:
A roll call was taken and the presence of a quorum was established. See above for members present or absent.
3. Approval of Agenda:
It was moved (Brad Walker) and seconded (Sandy Ward) that the agenda be approved with the addition of a review of a proposed winter sweepstakes promotion. Motion passed
4. Review and Approval of Revised Brand Logo:
GreenRubino presented the recommended revisions to logo approved at the August 27, 2009 Tourism Commission Meeting. Revisions were the result of a trademark attorney design review to insure minimal risk to adopting the new brand logo as well as a desire to insure that the script portion of the logo is fully readable.

It was moved (Duane Wollmuth) and seconded (Kris Watkins) that the revised logo be approved. Brad Walker raised concerns about the inverted “w” or dual “Mountain” portion of the logo. Following additional discussion there was a vote on the motion with four “yes”

(Sandy Ward, Duane Wollmuth, Kris Watkins and Kim Bennett) and one “no” (Brad Walker). Motion passed.

5. Review and Selection of the Travel Planner Cover:

GreenRubino presented four different cover options to the Committee. The Committee consensus was that the fourth cover presented (couple backpacking with mountains as backdrop with the new logo at the top) was preferred but needed to be revised to be less backpack or “Outdoors only” oriented, not show a cloudy sky and have the tourism URL be more prominent.

Following discussion about each, it was moved (Brad Walker) and seconded (Sandy Ward) that the 4th cover be revised to feature a single image, preferably a scenic backdrop with a winery or picnic with wine in the foreground. Motion passed.

6. Review, discussion and Committee Recommendation concerning GreenRubino Web URL Recommendation:

GreenRubino recommended changing the current URL from experiencewa.com to WashingtonState.com or WashingtontheState.com. Both URL’s are already owned, Washingtonstate.com was preferred by the Committee and is currently owned by the Seattle Times. Duane Wollmuth offered to contact Seattle Times representatives to determine their willingness to donate or sell the URL to Tourism.

It was moved (Brad Walker) and seconded (Rick Meadows) that Duane Wollmuth initiate discussion with Seattle Times representatives to acquire washingtonstate.com and report his findings back to the Marketing Committee. Motion passed.

7. Review Proposed Winter Sweepstakes Promotion:

Marsha Massey described the proposed winter sweepstakes promotion that had very recently surfaced as a result of discussions with the Seattle Convention and Visitors Bureau, and several other Destination Marketing Organizations (DMOs) statewide. The promotion is in concept stage, but would involve prize giveaways and special winter deals and packages from DMOs from November through March. It would target British Columbia and other close-in markets, and would also have a second element, a VIP card, that would be provided to those attending the 2010 Olympics in Vancouver as well as offered to anyone who signed up for the original sweepstakes. The Committee requested additional details about this promotion, including budget projections, at the next Committee meeting on October 16.

8. Future Meeting Dates:

The schedule of meetings for the remainder of the calendar year was reviewed along with Committee member’s feedback on their availability for each meeting. At this point it appears there will be a quorum for each meeting. Dates are Friday, October 16, Friday, October 30, Monday, November 23 and Friday, December 4. The time is 10:00 a.m. – 12:00 p.m. for each meeting.

9. The meeting adjourned at 11:45 a.m.