

**TOURISM COMMISSION MEETING  
CO-CHAIRS LARRY WILLIAMS AND KIM BENNETT  
WA STATE COMMUNITY TRADE & ECONOMIC  
DEVELOPMENT**

**March 9, 2009 – GA Auditorium – Olympia, Washington**

**FINAL – April 24, 2009  
SUMMARY MINUTES**

**Meeting attendees:**

**Members Present:** *Co-Chairs Larry Williams and Kim Bennett*, Dennis Clark, Frank Finneran, Katherine Kertzman, Chad Mackay, Rick Meadows, George Schweitzer, Brad Walker and Duane Wollmuth

**Members Absent:** Representative Barbara Bailey, Clint Campbell, Michael Campbell, Representative Fred Finn, Leonard Forsman, Senator Mike Hewitt, Senator Ken Jacobsen, Sandy Ward and Kris Watkins

**Staff:** Michelle Campbell, Betsy Gabel, Marsha Massey, Gail Mitchell, Cheryl Rasch, Alexander Harper, Kristin Jacobsen and Jenn Trager

**Guests:** Tom Curtis, Longwoods International and Ian Burkheimer, PNWER

**Call to Order / Roll Call / Approval of 3-9-09 Agenda / Approval of 1/21/09 Minutes:**

1. Larry Williams called the meeting to order at 3:05 p.m. Larry and Kim welcomed the Tourism Commission members, audience and staff.
2. Roll Call  
A roll call of the Tourism Commission members was taken, and the presence of a quorum was established. See above for the members that are present or absent.
3. Approval of 3-9-09 Agenda:  
**ACTION:** Frank Finneran made a motion to approve the meeting agenda with no changes. George Schweitzer seconded. **MOTION PASSED.**
4. Approval of 1-21-09 Meeting Minutes:  
Larry Williams called for the approval of the meeting minutes from the January 21, 2009 Tourism Commission meeting.  
**ACTION:** George Schweitzer made a motion to accept the January 21, 2009 meeting minutes with no changes. Dennis Clark seconded. **MOTION PASSED.**

5. Public Comment Period:

Jim Pearman with Outside Seattle volunteered to be a sponsor for the Governor's Conference on Tourism in 2009, if it is decided to go forth with the conference.

Jim also announced that he is working on the creation of a visitors bureau that would cover the area of outside Seattle to Cle Elum.

6. Governor's Conference on Tourism:

Larry had a discussion with Governor Gregoire and she was receptive for a Governor's Conference on Tourism in the fall of 2009. He requested ideas from the members as to possible time and location to hold the conference. Katherine Kertzman proposed that a committee be formed to research the conference details and report the findings back to the Tourism Commission.

**ACTION:** Duane Wollmuth made a motion for the creation of a Governor's Tourism Conference committee. Chad Mackay seconded. **MOTION PASSED.**

Katherine Kertzman volunteered to be the co-chair of the committee. The following members also volunteered to be on the committee:

George Schweitzer  
Kim Bennett

7. Legislative update:

Larry reported on the Boards and Commissions status. The State of Washington currently has approximately 270 Boards and Commissions that have been created over the years. The Governor has decided in the next 2-years to eliminate a portion of them.

State Budget is not looking good and probably will not get better. The original deficit was \$6 billion, now it has grown to \$8 billion. It is very important that we find ways to save as well as generate revenue.

Kim Bennett shared that this morning's rally went well, and that was exactly what was needed to get the word out to the legislators regarding the value of tourism.

8. Marketing Committee update:

Brad Walker co-chair for the Marketing Committee introduced Betsy Gabel with the Tourism office to update the Tourism Commission on advertising and the new travel planner. Brad extended a special thank you to Paul Heppner, Lisa Schwartz and Marcus Yearout (of Destination Media Alliance) for the exceptional job that was done on the new Travel Planner.

Betsy shared with the Tourism Commission that the travel planners have arrived from the printer. Each member should have received their copy over the weekend, which was the first delivery made of the travel planner. The bulk of the publications will go to the call center for distribution and should be delivered in the next week.

Planned advertising was slowed to allow focus on the Web site issues. Alexander and the tourism office contractor, Ascentium, continue to focus on the site stability issues. Based on Committee recommendations, staff has identified a 3<sup>rd</sup> party infrastructure technology group that will be responsible for reviewing web software error logs to determine causes of site stability issues. This review will take place in early March, with a goal to ramp up advertising again in April.

9. 2010 Olympics Marketing and Communication update:

Kristin Jacobsen presented a quick review of the 2010 Communications Plan. Frank Finneran suggested that the Marketing Committee review the plan and make the final recommendation to the Tourism Commission for spending the balance of \$450,000 proviso dollars.

Larry Williams and Kim Bennett assigned the task of reviewing the 2010 Communications Plan and expenditures to the Tourism Commission Marketing Committee.

10. PNWER Presentation

Ian Burkheimer from PNWER gave the Tourism Commission a presentation on a proposal for NW Pavilion at the 2010 Winter Olympics. The timeline for a decision on partnering in this opportunity is March 31, 2009.

Kim Bennett suggested moving this to the Marketing Committee for further research and recommendation on this proposal.

11. Longwood's 2008 Advertising Evaluation report:

Tom Curtis from Longwood's International gave the Tourism Commission a presentation on the advertising evaluation "ROI" study for the 2008 advertising campaign.

12. Wrap Up:

Larry Williams asked Duane Wollmuth to give a quick update of the Grant Committee. Duane updated the Tourism Commission on the following activities of the program:

- Second round closed on February 17, 2009
- 31 applications were received
- \$510,000.00 in requests
- \$250,000.00 available
- Initial scrub and ranking done by Tourism staff
- Grant Committee to review and make award recipient decision by end of March
- Report to the Tourism Commission at the April 24, 2009 meeting

Kim Bennett announced that the next Tourism Commission meeting is scheduled for April 24, 2009. This meeting will be held in the SeaTac area.

Meeting adjourned at 4:50 p.m.