

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

**November 21, 2008 – Washington State Convention and Trade Center
Room 401**

**FINAL – January 21, 2009
SUMMARY MINUTES**

Meeting attendees:

Members Present: *Co-Chairs Larry Williams and Kim Bennett*, Clint Campbell, Michael Campbell, Dennis Clark, Frank Finneran, Senator Mike Hewitt, Senator Ken Jacobsen, Katherine Kertzman, Representative Patricia Lantz, Chad Mackay, Richard Meadows, George Schweitzer, Brad Walker, Kris Watkins and Duane Wollmuth

Members Absent: Representative Barbara Bailey, Leonard Forsman and Sandy Ward

Staff: Sandra Adix, Nick Demerice, Betsy Gabel, Kristin Jacobsen, Marsha Massey, Gail Mitchell and Cheryl Rasch

Guests: John Rubino and Nat Jungerberg with HadleyGreen Creates, Kristine Stebbins and Diane Davis from Ascentium

Call to Order / Roll Call / Approval of 11-21-08 Agenda / Approval of 9-29-08 Minutes:

1. Larry Williams called the meeting to order at 10:05 a.m. Larry welcomed Katherine Kertzman as the newest Tourism Commission member. Larry thanked Representative Patricia Lantz for all her work and support to the Tourism Commission, and wished her well on behalf of CTED and the members of the Tourism Commission on her upcoming retirement from state service.
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 11-21-08 Agenda:
ACTION: Kris Watkins made a motion to approve the meeting agenda with no changes. Chad Mackay seconded. **MOTION PASSED.**
4. Approval of 9-26-08 Meeting Minutes:
Larry Williams called for the approval of the meeting minutes from the September 26, 2008 Tourism Commission meeting.
ACTION: Duane Wollmuth made a motion to accept the September 26, 2008 meeting minutes with no changes. Chad Mackay seconded. **MOTION PASSED.**
5. Public Comment Period:
John Cooper with the Yakima Convention and Visitors Bureau extended an invitation to the Tourism Commission to hold one of their Tourism Commission meetings in Yakima.
6. Budget and Finance Update:
Frank Finneran presented a budget update to the Commission. He explained the breakdown process of the tourism numbers for easy cost identification. Frank also reviewed the “match dollars” for FY2009,

noting that the Commission is on target for meeting and exceeding the \$1 million match required for this year.

Discussion took place concerning the current state-wide financial crisis and how it might affect the tourism budget. Senator Jacobsen reminded the group that many steps will take place before a final state budget is in place. At this time we do not know if any budget cuts will be made that might impact the tourism budget.

7. 2009 Advertising Campaign:

Brad Walker, co-chair of the Tourism Marketing Committee, introduced HadleyGreen Creates to present the agency's recommendation for the 2009 spring/summer campaign.

Brad Walker indicated his acceptance on behalf of the Tourism Marketing Committee for the direction of the media plan to be presented today by HadleyGreen Creates.

The agency also presented their recommended creative direction for the print campaign. There will also be a radio campaign scheduled for Vancouver B.C. and Portland markets. The specific creative approach is still under review.

Larry Williams expressed his thanks and support to the Tourism Commission Marketing Committee for their dedication and hard work on the media plan.

8. Web site Update:

Betsy Gabel gave an update to the Commission on the Web site. Kristine and Diane from Ascentium updated the Commission on the feedback received from our beta launch. Work continues on the Web site in order to meet the goal of fully functional by December 2008.

Chad Mackay mentioned that he noticed the steak houses missing on the Web site. Betsy expressed that the ExperienceWa.com/Industry site will have an option for folks to enter their requested text for the Web Site. Larry Williams asked the Commission to spread the word on this option, so folks are aware of the tool.

Senator Hewitt would like to request that item #11 of the agenda be moved to now. He needs to leave the meeting shortly and would like to be part of the discussion.

11. Economic Development in Tough Times:

Larry Williams updated the Commission on the upcoming state budget shortfall for the 2009-2011 biennium. He also explained the current shortfall we are facing in this fiscal year. The Commission may have to make some adjustments in the Tourism budget.

Duane Wollmuth expressed the more public relations and positive spin we put on the Commission's work, the more positive vision for Tourism in the State of Washington will be portrayed.

Senator Hewitt made a suggestion to the Commission to contact their Associations to do any lobbying during this session, since the Commission members cannot lobby.

9. Updates and Upcomings:

Marsha discussed the launch of the Tourism Commission newsletter. She requested feedback, suggestions, or requests for specific information they would like to see in the newsletter.

Marsha explained the monthly performance measures scorecard and the tracking the office records for accountability. The scorecard allows a visual review of progress to goal.

The following are some upcoming events:

- ❖ Rock and Roll Marathon – June 27, 2009

- ❖ ITB/Berlin – March 2009
- ❖ POW WOW – May 2009
(Both the ITB/Berlin and POW WOW trade shows have opportunities for constituents to participate with the state in the show's booth.)

Tourism office to purchase VisaVue report, which produces data/research reports on VISA card usage to ensure tourism, gets solid data on dollars spent in Washington

10. Grant Awards:

Kim Bennett, co-chair of the Grant Committee, announced the Grant award recipients for FY2009 to the Commission. As follows is a list of the selected recipients:

- ❖ Business Assoc. of San Juan County, dba San Juan Islands Visitors Bureau - \$15,000
- ❖ Cascade Loop Scenic Highway - \$22,700
- ❖ Cedar Cove Association - \$20,600
- ❖ Jamestown S'Klallam Tribe - \$25,000
- ❖ Kitsap Peninsula VCB - \$6,900
- ❖ Penn Cove Water Festival Association - \$5,000
- ❖ Port Townsend Main Street - \$15,000
- ❖ Skamania County Chamber of Commerce - \$6,500
- ❖ Snohomish County Tourism - \$8,300
- ❖ Washington Wine Country - \$25,000

The following Commission members participated in the selection process of the grants:

- ❖ Kim Bennett
- ❖ Leonard Forsman
- ❖ Duane Wollmuth
- ❖ Clint Campbell
- ❖ Chad Mackay
- ❖ Kris Watkins
- ❖ Michael Campbell

Michael thanked the Tourism office staff for all their hard work and assistance in the process of the Tourism Grant awards.

The Grant Committee will meet one last time to refine the grant application process before heading into the next set of Tourism Commission Grants in January 2009.

Kim Bennett made a request to step down from the co-chair position of the Grant Committee due to her new role as the co-chair to the Tourism Commission. Larry announced that Duane Wollmuth volunteered to replace Kim as the co-chair to the Grant Committee.

Letters announcing the awards will be ready to go out on Monday, November 24, 2008. Senator Jacobsen made a suggestion to advise appropriate legislators of the chosen projects and grant awards.

12. Education and Public Affairs Committee Update:

Kris Watkins, co-chair of the committee, requested suggestions from the Commission on what they would like to see this committee accomplish.

- ❖ What message does the Tourism Commission want the legislators to hear from the Commission?

Kris requested volunteers to join the Education and Public Affairs Committee. Dennis Clark volunteered to join the Committee. The Committee now consists of the following Tourism Commission members:

- ❖ Kris Watkins – Co-Chair
- ❖ Brad Walker
- ❖ Katherine Kertzman
- ❖ Chad Mackay
- ❖ Dennis Clark

Kris Watkins asked Katherine Kertzman to share with the Commission members the campaign she is involved in - “Why Tourism Matters”. This is going to be a powerful campaign being put on by the WACVB. Dennis Clark asked if there is anything available that he can display in his hotel announcing the campaign. Larry Williams asked if he thought other hotels would be interested in displays. Dennis will check and get back with the results.

The key message to get out is **Tourism Matters**.

Larry Williams asked Duane Wollmuth to take the information on *Why Tourism Matters Campaign* back to the Wine Commission.

13. Wrap up and Adjourn:

Larry Williams announced the next meeting of the Tourism Commission is scheduled for January 16, 2009. WACVB’s “Tourism Day” in Olympia is scheduled for January 21, 2009. Larry requested to change the January 16, 2009 meeting date to January 21, 2009 to coordinate with Tourism Day on the hill.

ACTION: Kris Watkins made a motion to change the January 16, 2009 Tourism Commission meeting to January 21, 2009 to be held in Olympia. Katherine Kertzman seconded. **MOTION PASSED.**

Meeting adjourned at 2:20 p.m.