

Minutes

Island County 2% Committee

Date: January 2, 2020

Location: Oak Harbor Chamber of Commerce

Time: 11:00 am – 1:00 pm

The meeting was called to order at 11:04 am by Vice Chairman Chet Ross

Quorum:

Bruce Allen/ Mayor Tim Callison	Com. Jill Johnson	Pat Powell X
Debra Bell	Gregg Lanza X	Frank Rose
Dianne Binder	Joanne Lechner X	Chet Ross X
Stephane Cook X	Jessica McCready X	Sharon Sappington, EDC X
Miranda Hoppock X	Inge Morascini X	Erica Wasinger
Lynda Eccles X	Robyn Myers	Oak Harbor Lodging Vacant

X = Members present

In addition to the above members also in attendance this meeting were; Sherrye Wyatt, Whidbey Camano Islands Tourism Coordinator; Jack Penland, ComputerPIX LLC; Laura Hilton, Is Co. Tourism Contractor; Mitch Richards, Keller Williams; Donna DeBornis, Eagle Pond Ranch; Todd Morrow, Island Transit.

Adoption of the Agenda: Lynda Eccles motioned and Miranda Hoppock seconded the motion to approve the agenda. Motion passed.

Minutes from December 5th 2019 meeting were presented. Miranda Hoppock motioned and Gregg Lanza seconded. The minutes were approved as presented.

Treasurer's report and invoices were presented by Dianne Binder. Preliminary year end shows County as a whole closed with an increase of 23.5 % increase over 2018 special 2% special hotel/motel tax collections. Some figures yet to be finalized by the County.

	Island County Joint Tourism				Invoices on Jan. 2, 2019
Vendor		Date	Invoice#	Amt.	
5009816	URSA6 – 1990935 Alberta Ltd.	12-20-19	INV-0181	\$1,500.00	Website Care Package
5000016	A-OK Storage	12-30-19	155	\$1,500.00	Annual Storage Unit Rental
	Adventure Travel Trade Association	12-15-19	064840	\$1,000.00	Membership
5000204	Anchorage Inn Bed & Breakfast	12-21-19	122119ICT	\$209.22	Gift Certificate for sweepstakes- discounted
5006027	Cama Beach State Park	10-27-19	102	\$244.68	Two Night stay for Island Getaway Package
500676	Camano Island Chamber of Commerce	12-12-19	0346	\$1,175.00	Great Northwest Glass Quest – print and digital advertising
5006497	Canopy Tours NW	12-26-19	39200	\$173.92	Gift Certificate for sweepstakes - discounted
5000735	Cascade Loop Association	8-21-19	1105	\$6,726.00	Membership – print and digital advertising
	CDM Communications/ Real Food Traveler	12-2-19	1935	\$3,300.00	Digital Advertising Campaign
5008678	Comfort Farm & Vineyard	12-11-19	341	\$535.10	Lodging for Sweepstakes – discounted
5007381	ComputerPIX LLC	12-20-19	19-25	\$3,195.45	Digital Marketing, Website
5007381	ComputerPIX LLC	12-20-19	19-26	\$438.01	Platforms, Web Expenses
5009090	Country Cottage of Langley	12-29-19	1718	\$275.79	Lodging Nate Bell & Andy Morehouse WIFF
5007383	Laura Hilton	12-17-19	1219	\$1,600.00	Staff Support
5007383	Laura Hilton	12-17-19	1217	\$111.94	Expenses & Mileage
5008307	North American Trade Journalists Association	12-17-19	2100	\$500.00	Membership/Digital
5008568	Osborne Northwest Public Relations	12-26-19	2189	\$4,842.08	Monthly Contract Media Relations and Expenses
5004220	Rosenkranz Productions	12-18-19	3017	\$1,500.00	Monthly Contract for Design
5004220	Rosenkranz Productions	12-18-19	3018	\$800.00	Extra Design Costs for Map
5004220	Rosenkranz Productions	12-18-19	3019	\$13,508.83	150,000 Map Reprint
5008824	Savage Screen Printing	12-23-19	2787394	\$2,648.53	Logo Clothing for Team and Travel Writers/VIP Gifts
5005663	Sherrye Wyatt PR & Writing	12-15-19	121519	\$7,500.00	Monthly Contract for Public Relations/Marketing Services
5005663	Sherrye Wyatt PR & Writing	12-31-19	123119	\$5,029.62	Expenses & Mileage for December 2019
5003241	Sound Publishing	11-30-19	7958571	\$502.25	Winter on Whidbey
	Tiger Oak Media	12-17-19	2019ci-5788	\$6,250.00	Digital – Seattle Magazine

Washington Tourism Alliance	12-17-19	3394	\$1,000.00	Membership/Digital
Total			\$66,066.42	

Lynda Eccles motioned and Inge Morascini seconded the motion to approve the treasurer’s report and that the invoices in the amount \$66,066.42 are authorized and submitted to Island County for payment. Motion carried by majority.

Old Business

Oak Harbor City LTAC Award. Chet Ross indicated that the Oak Harbor LTAC contract was received late November and response/signature was needed no later than December 23, 2019 before the date of this committee meeting. The contract as written was not designed with the County Tourism Program in mind and the terms and conditions stated in the contract were such that our County Tourism Program would not be able to adequately perform. The result was that we did not sign the contract and returned it to Oak Harbor with a letter of explanation. There was discussion and Miranda Hoppock expressed a willingness to help. The committee felt the most appropriate way for Oak Harbor to participate with the committee was with increased participation through increasing contributions to the Interlocal Agreement since the LTAC grants are brick and mortar facility or Event based contracts which are difficult to apply to our program.

New Business

Management Committee Report: Joanne Lechner reported that the management committee met December 16th. Most of the discussion was centered around the receipt of the LTAC contract with Oak Harbor and Sherrye’s report. Those items are on the agenda today.

Monthly PR media Report

Sherrye’s written report follows:

SHERRYE WYATT PUBLIC RELATIONS & WRITING

WASHINGTON FILM DAY is January 21, in Olympia, WA. Everyone is welcome to participate to promote the importance to the economy. **WASHINGTON TOURISM ALLIANCE** is planning a statewide get together in April 2020 in Central Washington (Wenatchee is anticipated).

Sherrye is working with Osborne Northwest to coordinate numerous travel writer visits and prep for upcoming events including **IMM** in 2020 (Int’l Media Market in NYC); as well as local media (paid and earned) partnership opportunities to promote the islands like Chef Tom Douglas’s **SEATTLE KITCHEN**.

[2019's last quarter ISLAND GIVEAWAY package showcases Camano Island: two-night stay at Cama Beach State Park, zipping at Kristoferson Farm, sipping at Ale Spike and axe throwing at Arrowhead Ranch.](#) Deadline is December 31, 2019,

Sherrye worked with Rosenkranz Productions and **SAVAGE PRINTING** to oversee placement of a large order of logo product clothes for the committee, contractors and gifts to VIPS and writers. They will promote the brand in a professional and consistent manner.

Sherrye coordinated experiential gift bags for special recognition to three **NAS WHIDBEY** top members.

The outdoors, arts experiences and agri-culinary adventures continue to center in messaging. Both islands are close to Seattle, Paine Field and Sea-Tac Airport, to put visitors into **ISLAND TIME** and nature fairly quickly. Both islands offer good options to **DRIVE OFF THE MAINLAND** with two ferries and two bridges.

WHIDBEY ISLAND FILM FESTIVAL includes a panel at 12:30 p.m. on January 18 at WICA. It features Sherrye as Island County Film Liaison and board member of Washington Filmworks, Amy Lilliard, Executive Director of Washington Filmworks & WhipSmart; Jane Charles, Film Producer whose latest project is *East of the Mountains*; and Nate Bell, Film Writer. Producer and Director of *The Hour After Westerly* which will be shown following the panel.

OSBORNE NORTHWEST PUBLIC RELATIONS

Project Management

- Followed up on interest from IFWTWA media; shared story sheets & custom news items
- Developed plan and strategy for International Media Marketplace in New York on January 23; Developed “wish list” and reached out to media attending, targeting culinary, travel and adventure editors and writers at national publications like New York Times, Conde Nast Traveler Forbes and more. Confirmed list of media meetings will be confirmed in early January.
- Developed content and media strategy for Camano Island winter travel; including a pending partnership with Seattle Kitchen and Tom Douglas on KIRO Radio, and a visit from influencer and photographer Marissa Pederson on January 11 (see details in media visits portion below)

Press in Progress

- USA Today 10Best.com; we worked to local travel writer Corrine Whiting on a piece featuring Winter on Whidbey; run date is January 2020
- SunCruiser West; we worked with editor Steve Fennell on a Whidbey Island feature for this regional boating publication; run date is Winter 2020 (anticipated in January)

- Postcards to Seattle; developing a visit for travel blogger to feature a winter weekend on Camano; she will post a weekend roundup to her channels. She has wide international reach with 9k unique views each month on the blog, and social channels at 97k followers on Instagram and 20k on Facebook.

Media Visits

- Coming up (just confirmed these visits and corresponding stories):
 - Postcards to Seattle, Marissa Pederson, travel blogger and influencer slated to visiting Camano Island Jan 11-12 to shoot images and blog content.
 - Travel + Leisure, Sara Franklin, May 6-9, 2020; researching story for Sept. 2020
 - Food & Wine, visit this winter (TBD) for confirmed story in April 2020 print

Press received (*destination articles and broadcast stories that include Whidbey or Camano as a result of our collective island efforts. Reach is defined as circulation for print, view/internship for broadcast, follower count for earned social media endorsements and unique monthly views for digital media*).

Media Outlet	Summary	Published	Circulation/ Unique Visitors per Month
425 Magazine - Print	Holiday Happenings	December 1, 2019	22,500
Official Visitors' Guide for Seattle – Print	Day Trippin' on Whidbey	December 1, 2019	N/A
Trekkn - Online *	9 Awesome Things To Do on Whidbey Island	December 2, 2019	15,870
ExperienceWA Newsletter	Whidbey Island Featured	December 4, 2019	N/A
Only In Your State - Online (newsletter shared 2018 story)	The Historic Small Town That Every Washingtonian Should Visit At Least Once	December 6, 2019	N/A
Day Trips in WA - Online	Camano Island Story	December 11, 2019	N/A
Only In Your State - Online (newsletter shared 2018 story)	This Beloved Little Town Is One Of Washington's Finest Gems	December 19, 2019	N/A
Official Visitors' Guide for Seattle - Online	Day Trippin' on Whidbey	December 19, 2019	25,140
<i>HGTV</i>	With Help From HGTV Star, Couple	PENDING, Dec. 25	32,700,000

	Finds Lottery Dream Home		
TOTAL			32,763,510

COMPUTERPIX

Digital Marketing Report

12/29/19

Website

November Audience Year to Year Comparison

	Users	New Users	Sessions	Duration
2019	16,843 (+26%)	15,726 (+31%)	21,460 (+37%)	1:54 (-8%)
2018	13,369	12,049	15,690	2:04

Top Pages

	Pageviews	Time on Page
Contest	6423	1:51
Home	4001	1:21
Jets	1981	9:31
Things to Do	1722	:49
How to Get to Whidbey Island	1249	5:19

Selected Queries

	Rank	Percent of Traffic	Clicks	Impressions	Click Thru Rate	Avg. Position in Google Search
Overall (2019)			5742 (15%)	363,262 (60%)	1.67% (-28%)	22 (34%)
Overall (2018)			4974	214,466	2.32%	16
Whidbey Island (2019)	1	29%	1646 (2%)	33,371 (20%)	4.93% (-15%)	2.0
Whidbey Island (2018)		33%	1618	27,823	5.82%	1.8
Oak Harbor Veterans Day Parade (2019)	4	2%	139	191	72.77%	1.1
Oak Harbor	6	1%	68	98	69.39%	1

Veterans Day Parade 2019 (2019)						
Veterans Day Parade Oak Harbor WA	9	1%	60	97	61.86%	1
Camano Island Chili Chowder Cook Off	11	1%	57	98	58.16%	1
Camano Chili Chowder Cook Off	12	1%	54	93	58.06%	1

The first two lines compare against 2018. The 3 lines having to do with the parade are all from 2019 and represent three different ways people searched for the parade. The last two lines are the two main ways people searched for the chili-chowder cook-off.

January 2020 Newsletter

[https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=47e5de125f&e=\[UNIQID\]](https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=47e5de125f&e=[UNIQID])

Open Rate: 18.4%

Click Rate: 5.4%

Top Links:

Contest	1342
First Day Hikes	68
OH Fireworks	53
Film Festival	46
CNN on Whidbey	45
Vogue	44

December 2019 Newsletter

[https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=eede6cdb92&e=\[UNIQID\]](https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=eede6cdb92&e=[UNIQID])

Open Rate: 19.7%

Click Rate 5.3%

Top Links:

Contest	1380
Throwback Holidays (featured)	279
Specials	152
Elger Bay Walk	71

Social Media

November Facebook Reach

Type	Total
Video	724
Image	15358
Text	0
Link	1877
Other	572
TOTAL	18531

Top November Facebook Posts

	Impressions	Likes	Comments	Shares
Sip ‘n Shop	2398	34	1	8
Best Hikes	2128	70	8	24
Small Simple Slow Blog	1004	20	0	4
Cozy Towns in WA	911	19	2	3
Close Whales	724	19	0	3

Jack Penland added that since our upgrade to the website web traffic is up overall 26%.

Chamber Round Tables

Coupeville – working on business directory and brochure imaging, and planning events, awards banquet and other things for an exciting year and a busy 2020. Pat Powell thanked the Chamber and Front Street Association for a wonderfully busy year.

Island Transit: Since the passage of Initiative #976 Island Transit is lucky to report that revenue for 2020 should be ok to retain services. 2021 could see some changes. They have a matching grant to study the effectiveness of their routes and make recommendations for best service levels for the County including some Sunday Service. Federal monies have been secured for new busses so we will be seeing those in the future.

Langley: As a whole the Season has been good, however, some merchants reported that the construction on First street which threatened the holiday season did affect some of the merchants before construction was halted until after the holidays. Summer was great and the result is the lodging tax in Langley was up 11%. Red Wine and Chocolates and Langley Mystery weekend are coming up in February and the Chamber is advertising with PBS using 15 second unused ad spot buys. PBS seems to be a good audience for Langley. A 12 foot long bronze grey whale statue by Georgia Gerber will be installed in

Whale Watch park in downtown Langley in April. The \$200,000 project will be a giant piggy bank much like the Pike Place Market Pig, Rachel which is also a piggy bank done by Georgia Gerber. Langley is to be established as a Creative Arts district.

Clinton: The Ferry road pick-up and drop-off was completed in November however there is still a roof to be put on the shelter. It is a pleasure to have it though instead of dropping someone off into the blackberry bushes that were there before. Clinton's sidewalk project however which was affected by initiative 976 passage is on hold. December's Clinton Holiday Market was a success.

Camano – Things are underway for Glass Quest 2020. There are 430 glass balls for the event. Programs will be available soon. Chamber is starting Member Monday's which is a spotlight of a chamber member every Monday on social media.

Oak Harbor – The holiday season Main Street event; “Taste of Holiday Memories” was a success and lots of commemorative plates were filled with cookies and goodies. 18 merchants participated this year in the event. Chamber is planning the February 29th Annual Awards banquet. Sherrye Wyatt and the Chamber put together 3 gift bags for NAS Whidbey's Sailor of the Year awards for the 24th of January. The gift bags highlight relaxing give away items, overnight stays in Coupeville and Langley along with great experiences on the island.

Adjournment

Meeting adjourned at 1:04 PM

Next regular meeting is February 6, 2020, Location to be determined.

Meeting recorded by Joanne Lechner, Alternate Secretary