

Minutes

Island County 2% Committee

Date: Thursday, September 5, 2019

Location: China City, Freeland

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

Quorum:

Debra Bell X	Comm. Jill Johnson	Pat Powell X
Dianne Binder X	Gregg Lanza X	Frank Rose
Stephanie Cook X	Joanne Lechner X	Chet Ross X
OH Chamber Vacant	Jessica McCready	Sharon Sappington X
Lynda Eccles X	Inge Morascini	Erica Wasinger
Bruce Allen X	Robyn Myers X	OH Vacant

In addition to the above members also in attendance this meeting were Sherrye Wyatt, Whidbey Camano Islands Tourism Coordinator, Jack Penland, ComputerPIX LLC, Scott Rosenkranz, Rosenkranz Productions.

GUESTS: Patricia Friedman, Whidbey TV Productions
Todd Morrow, Executive Director, Island Transit

Adoption of the Agenda: Joanne Lechner motioned and Lynda Eccles seconded the motion to approve the agenda. Motion carried unanimously.

Minutes from August meeting were presented. Lynda Eccles motioned and Bruce Allen seconded the minutes be approved as presented. Motion carried unanimously.

Treasurer's report and invoices were presented by Dianne Binder.

Island County Joint Tourism					Invoices on Sept 2, 2019
Vendor		Date	Invoice#	Amt.	
5007978	Blue Goose Inn	9-3-19	HAB00127	\$228.15	Discounted Two night lodging for Travel Writer Julie Chen Smith
5007978	Blue Goose Inn	9-3-19	HAB00123	\$440.58	Discounted lodging for Travel Writer
5007381	ComputerPIX LLC	8-30-19	19-16	\$4,838.56	Digital Marketing, Website
5007381	ComputerPIX LLC	8-30-19	19-17	\$303.23	Platforms, Web Expenses
5007383	Laura Hilton	8-29-19	819	\$1,000.00	Communications Staff Support
5007383	Laura Hilton	8-29-19	829	\$84.68	Expenses & Mileage
5008573	Orchard Kitchen	8-10-19	2PGC	\$278.27	Dinner for Travel Writer Jean Chen Smith and photographer
5008568	Osborne Northwest Public Relations	8-29-19	2159	\$2,800.00	Media Relations Consulting
5004220	Rosenkranz Productions	8-30-19	2302	\$1,500.00	Design, Layout, Production Services
5005663	Sherrye Wyatt PR & Writing	8-15-19	81519	\$7,500.00	Public Relations/Marketing Services
5005663	Sherrye Wyatt PR & Writing	8-30-19	83019	\$1,927.69	Mileage and Expenses
5003235	Sound Business Center	8-1-19	204587	\$245.16	Copies and Office Supplies
5003235	Sound Business Center	9-3-19	204619	\$34.45	Copies and Office Supplies
	Sound Water Stewards	8-27-19	1914	\$1,000.00	Getting to the Water's Edge partnership
	Tiger Oak	8-8-19	2019-221128	\$7,000.00	Sponsored Special w/Seattle Magazine
	Tom Douglas Seattle Kitchen	8-29-19	INV10245	\$3,700.00	Sponsored Special w/Seattle Kitchen Radio Show
	Total			\$32,880.77	

Bruce Allen motioned and Joanne Lechner seconded the motion to approve the treasurer's report and that the invoices in the amount \$32, 880.77 are authorized and submitted to Island County for payment. Motion carried by majority.

Old Business

“The Hour After Westerly” Private Screening

New Business

- a) Management Committee report – Robyn
 - i) Nothing new to report
- b) Specialized Dean Runyon report – Chet
 - i) This report would include the 3 cities, Camano Island and the unincorporated areas. The \$5000 report was negotiated, but requires a 3 year contract. Bruce Allen moved and Pat Powell seconded for the contract to be initiated with approval for Chet Ross as Vice Chair to sign a multi-year contract. Motion passed unanimously.
- c) Whidbey Scenic Isle Way – Sherrye
 - i) Island County will be updating and reviewing Scenic Isle Way corridor management plan. Sherrye will be bringing more information to the JAB.
- d) PR & Media Report – Sherrye, Jack
 - i) Vast advertising and workshop opportunities shared. OH LTAC application discussed whether we should submit an application. The JAB Committee believes it is an inter-local agreement change needed, however, the OH City leadership believe it is an LTAC process. Vice Chairman took a roll call vote to support or decline admission of a multi-year grant application: Lynda, Pat, Stephane, Bruce, Greg, Robyn, Dianne, Joanne all voted affirmative. Chet Ross voted against.
- e) Chamber Roundtable
 - i) Coupeville, Clinton and Freeland

Monthly PR media Report

S H E R R Y E W Y A T T

As Island County Film Liaison Sherrye worked with **BUZZFEED** and **CHEVY** for a film about 3 friends who reunite on Whidbey Island. The three stars actually did go to school together.

CO-BRANDED VIDEO: <https://www.facebook.com/watch/?v=1304382376393359>

NIFTY STORY: <https://www.facebook.com/watch/?v=407254773239780>

THE HOUR AFTER WESTERLY continues to be entered and accepted into film festivals. To date they include:

* LA Shorts International Film Festival (July 18)

Burbank International Film Festival (September 6)

Gig Harbor Film Festival (September 27)

Catalina Film Festival (September 28)

* Edmonton International Film Festival (October 5)

Fort Lauderdale International Film Festival (November 1)

ReadingFilmFEST (November 2)
festivals

* Oscar qualifying

SCENIC WASHINGTON is holding its annual Seriously Social workshop in Bellingham on September 11-12. The **CASCADE LOOP** is holding its annual meeting in Mukilteo on September 19.

Sherrye and Laura will represent Island County at the **SEATTLE CONCIERGE SHOW** in October. Scott and Kerry Rosenkranz will represent Island County at the **IFWTWA CONFERENCE** in New Mexico in November. Local products are being procured for both shows. Sherrye worked with Scott to complete the newly-updated map which will be ready by mid-September.

Laura and Sherrye are participating in the **WSDMO** meeting and **INTERNATIONAL TOURISM** workshop in October at the Museum of History and Industry (MOHAI) with travel buyers from Australia, New Zealand, Ireland and Mainland Europe, organized by the **PORT OF SEATTLE**.

Sherrye organized a sponsored content package with **SEATTLE KITCHEN** for September in advance of Whidbey Island Grown Week, including in studio interviews with Chefs Tyler and Sara Hanson.

Sherrye and Scott provided copy/graphics and photos to **SEATTLE MAGAZINE**, **REAL FOOD TRAVELLER** and **GETTING TO THE WATERS EDGE**. The 2014 **INFOGRAPHICS** are being reviewed to determine whether or not they should be reprinted as is, or be updated in 2020.

Sherrye and Chet met with Susan Driver and Connie Bowers to discuss tasks to be completed with regard to **WHIDBEY SCENIC ISLE WAY** as part of updating the Island County Comprehensive Transportation Plan. There is increased reminders that transportation issues are critical to both islands and that our efforts should be focused on bringing visitors during the shoulder season, not in peak season.

Sherrye and Chet have been discussing what the cost may be if we contract with **DEAN RUNYON** to break out the three towns and two islands in future tourism economic impact stats, as well as the total Island County data.

Sherrye has been active in the **WASHINGTON FILMWORKS** board and committee meetings this month. She will participate with **VISIT SEATTLE** and **PORT OF SEATTLE** special dinner for a high profile Chinese Delegation on September 19.

Sherrye and Scott are preparing artwork for the fourth quarter **SPOTLIGHT ADVERTISING** program at SeaTac Airport. Island County has been granted space at Baggage Claim for Oct-Dec.2019. Sherrye attended dinners at **SPOILED DOG WINERY** and **CAPTAIN WHIDBEY INN**.

Sherrye shared an RFP from the **WASHINGTON TOURISM ALLIANCE** for the board retreat in November with large Island County properties. She spent several days with travel writer, book author and influencer **ADAM SAWYER** who did live Facebook videos as he visited artists during the Open Studio Tour in August.

She participated in an **ECONOMIC DEVELOPMENT** outreach meeting by Island County in Oak Harbor. It is good that tourism is part of the conversation. Sherrye also attended the Coupeville round table. Nan Devlin sent Sherrye a recent blog from tourism expert **ROGER BROOKS** which has been abbreviated to include below. According to him *"Don't let anyone tell you that tourism is not economic development. In the end, it's about being able to import more cash into the community than you export. Tourism is the quickest, easiest way to import new cash, leveraging the activities and amenities you already have."*

The Three Reasons Tourism is the Purest Form of Economic Development by Roger Brooks

“Economic development,” in its purest form, is the process of improving the quality of life for citizens by increasing the local tax base and economic well being of the community.

Of course, this is done by fostering and promoting investment in communities, which leads to additional jobs, which results in an increased population, which leads to the development of supporting retail, professional services, and activities.

Here are the three reasons why tourism is the purest form of economic development:

1. People come, spend money and go home. If you attract the right visitors, you don't need more police and social services; they impact your infrastructure very little; yet they support your retail shops, restaurants, hotels, and get to know you as a community. If visitors like what they see and experience, they tell their friends via Facebook, Instagram and other social media sites. That's free marketing and a third-party endorsement.

2. Tourism is the front door to your non-tourism economic development. Any site selector, investor, or commercial real estate firm will arrive in your community, as what? A visitor. With quality of life leading economic development, tourism provides the marketing and visuals that promote the best you have to offer in terms of nightlife, downtown, your amenities such as trails and parks, and your activities. Tourism showcases your community as a very desirable place to not only visit, but in which to live and work.

3. Tourism is a downtown's best friend. The number one activity of visitors, in the world, is shopping, dining and entertainment in a pedestrian-friendly, intimate setting: your downtown. This is typically not the reason they visit, but it is their number one activity once they arrive. While local residents provide the sales so retailers break even,

tourism can provide the profit margin. A great downtown, over time, can be an attraction in itself. Tourism and downtowns should be joined at the hip.

Tourism is the purest form of economic development, but it is often seen as the ugly stepchild. Yet tourism is one of the fastest growing industries, can provide a quick return on your investment, and provides you with the marketing that showcases the best of what you have to offer.

JACK PENLAND

Photographs

- Scott Rosenkranz and I did a photo shoot with a couple for the cover of the next version of the tourism map.
- I shot several painters who were part of in the Plein Aire competition.

Email

- September Newsletter
[https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=875318c7a6&e=\[UNIQID\]](https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=875318c7a6&e=[UNIQID])
 - Open rate: 18%
 - Click rate: 5.2% (Per Mailchimp the Industry Average is 1.4%)
 - Top links
 - Win a 3-night stay – 1041
 - 8 Unique Schools – 279
 - Chevrolet Video – 160
 - Lodging Specials – 108
 - Djangofest - 72
- August Newsletter
[https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=ae52535d77&e=\[UNIQID\]](https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=ae52535d77&e=[UNIQID])
 - Open rate: 16.6%
 - Click rate: 2.9%
 - Top links
 - Win a 3-night stay – 335
 - Fall or Winter Visit – 206
 - Coupeville Arts Festival – 119
 - Lodging Specials – 118
 - Pigfest - 76

Website Content

- New blog post: “8 Unique Schools For a Perfect Education Vacation”
<https://whidbeycamanoislands.com/8-unique-schools-for-an-education-vacation/>
- Detailed interactive map for the Camano Historic Sites Tour
<https://whidbeycamanoislands.com/event/stanwood-camano-historic-sites-tour/>

Data

Last month I showed the sources of traffic to the website (search, social, etc.). These are the top 15 search terms over the last 3 months. If anyone would like the entire list, I'd be happy to email it. It's more than 900 items long.

term	Popularity	Share of voice	Percent of traffic
whidbey island	47	21.67	37.24
camano island	37	15.19	6.33
deception pass	41	5.81	5.1
whidbey island washington	26	22.68	2.14
whidbey island ferry	33	9.36	1.64
deception pass bridge	28	10.32	1.63
whidby island	17	21.99	1.5
whidbey island to seattle	16	49.85	0.94
whidbey	25	23.58	0.91
seattle to whidbey island	17	53.61	0.85
greenbank farm	19	24.64	0.85
oak harbor wa	34	2.62	0.82
whidbey island wa	21	24.1	0.81
how to get to whidbey island	15	59.55	0.69
freeland wa	28	4.06	0.6

“Popularity” is a number Alexa.com created that, in a scale of 1 to 100, shows how popular a search term is.

“Share of Voice” is best explained with an example. When someone enters “Deception Pass” into Google, 5.81% of the time, that person clicks on a link leading to the tourism website.

“Percent of Traffic” is how much traffic the term delivers to the tourism website. So, 37.24% of the website’s traffic (from search) comes from the term “Whidbey Island.”

OSBORNE NORTHWEST PUBLIC RELATIONS

Project Management

- Developed plan and partnership to kick off Seattle Kitchen partnership featuring Whidbey Island Grown Week themes and shoulder season travel ideas, Whidbey Island will be featured in two segments during the month of September with mentions throughout every episode, driving our dedicated Seattle Kitchen landing page.
- Reviewed year to date PR efforts and created early planning goals and initiatives for 2020
- Developed itineraries for key travel writers this month and in early September (as listed below).

Media Visits

- John Nelson, August 4-5, contributor to Los Angeles Times, Spokesman Review, and @OurGrandTour, rented Ben Ure Island
- Adam Sawyer, August 22-26; 1859, 1889, Sip NW and others will visit to research the arts and culture angles on Whidbey Island for shoulder season stories.

Pending Media Visits

- Dan Shyroch, Sept. 6-7; contributor to Northwest Travel & Life Magazine and Cycle California! Magazine.
- Jean Chen, USA Today GO Magazine, Sept. 9-15, 2019, exploring south and north ends of the island with three nights in each area.
- Marcie Cheung, Marcie in Mommyland (influencer partnership), Sept. 13-15, 2019

Pending Press

- Spokesman Review; Rent your Own Island story per John Nelson visit above.
- Seattle Met; Whidbey Island slated to be featured in the October issue's travel feature
- Seattle magazine; Camano Island slated to be featured in the October issue's travel feature

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
Q13 Fox Morning News	Whidbey Island Shakespeare Festival pt. 1	July 31, 2019	25,000
Q13 Fox Morning News - YouTube	Whidbey Island Shakespeare Festival pt. 1	July 31, 2019	82
Q13 Fox Morning News	Whidbey Island Shakespeare Festival pt. 2	July 31, 2019	25,000
Q13 Fox Morning News - YouTube	Whidbey Island Shakespeare Festival pt. 2	July 31, 2019	37
Q13 Fox Morning News	Whidbey Island Shakespeare Festival pt. 3	July 31, 2019	25,000
Q13 Fox Morning News - YouTube	Whidbey Island Shakespeare Festival pt. 3	July 31, 2019	73
Q13 Fox Morning News	Whidbey Island Shakespeare Festival pt. 4	July 31, 2019	25,000
Q13 Fox Morning News - YouTube	Whidbey Island Shakespeare Festival pt. 4	July 31, 2019	62
1859 – Print	Camano Island	August 2019	40,000

<u>Sip Northwest - Print</u>	Light Whites: Comforts of Whidbey's 2017 sparkling	Summer 2019	40,000
<u>Sip Northwest - Online</u>	Light Whites: Comforts of Whidbey's 2017 sparkling	Summer 2019	11,886
<u>Seattle P.I. - Online</u>	Road (and trail) trip: Escapes from Seattle on Seafair weekend	August 2, 2019	971,820
<u>Red Tricycle - Online</u>	Fuel Up for These 11 End-of-Summer Road Trips	August 2, 2019	1,572,434
<u>Red Tricycle - E-Newsletter</u>	Road Trips to Take Before Summer Ends	August 2, 2019	39,000
<u>Seattle's Child - Online</u>	Family outings for the last month of summer	August 5, 2019	31,004
<u>Seattle's Child - E-Newsletter</u>	Summer Special	August 5, 2019	15,000
<u>Red Tricycle - Online</u>	Hit the Road! 9 Easy Day Trips to Take Before School Starts	August 13, 2019	1,572,434
<u>Red Tricycle - E-Newsletter</u>	Hit the Road! 9 Easy Day Trips to Take Before School Starts	August 13, 2019	39,000
<u>1859 - Online</u>	Northwest Destination — Retreat To Camano Island, A Pint-Sized Nirvana For All Manner Of Play	August 13, 2019	30,077
<u>Spokesman Review - Online</u>	Destination: Whidbey is a scenic pastoral retreat	August 19, 2019	883,801
<u>Buzzfeed- Bring Me Home With Chevrolet</u>	Bring Me Home Video: Whidbey Island	August 19, 2019	158,000
<u>Nifty - Callahan McVay</u>	Travel to Whidbey Island with Nifty and the Chevy Traverse	August 19, 2019	106,000
<u>Seattle Magazine - Online</u>	Honorable Mentions: Even More Wonders of Washington State	August 20, 2019	101,718
<u>The Stranger - Online</u>	34 Festivals to Check Out in the Seattle Area This Weekend	August 21, 2019	2,105,889
<u>My Northwest - Online</u>	Whidbey Island's Blue Fox Drive-In Theater still going strong after 60 years	August 21, 2019	1,194,256
<u>Conde Nast Traveler - Online</u>	Why Hotels in the U.S. Are Better Than Ever	August 23, 2019	5,351,474

<u>KING 5's Evening - Online</u>	10 films and TV shows shot or based in the PNW	August 23, 2019	3,160,175
<u>KING 5's Evening - Online</u>	REEL Northwest Special at Scarecrow Video in Seattle	August 23, 2019	3,160,175
<u>KING 5's Evening - Broadcast</u>	REEL Northwest Special at Scarecrow Video in Seattle	August 23, 2019	28,586
<u>AAA Journey - Print</u>	Itinerary: Djangofest Northwest	Sept/Oct 2019	657,910
<u>AAA Journey - Online</u>	Your Guide to Top Festivals, Shows, Celebrations and More	August 26, 2019	5,607,990
TOTAL			20,701,097

Adjournment

Meeting adjourned at 1:14 PM.

Next regular meeting is October 3, 2019, Camano Center. Time: 11am-1pm.

Meeting recorded by Robyn Myers, Secretary and reviewed for submission by Joanne Lechner, Alternate Secretary