

Minutes

Island County 2% Committee

Date: August 1, 2019

Location: China City, Freeland

The meeting was called to order 11:05am by Vice Chairman Ross.

Quorum:

Debra Bell X	Comm. Jill Johnson X	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 X	Erica Wasinger X
Bruce Allen X	Robyn Myers X	OH Vacant

In addition to the above members also in attendance were Sherrye Wyatt, Whidbey and Camano Islands Tourism Coordinator, Jack Penland, ComputerPIX LLC.

GUESTS: Nan Devlin, Executive Director Tillamook Coast

Adoption of the Agenda: Jill Johnson motioned and Lynda Eccles seconded the motion to approve the agenda. Motion passed unanimously.

Minutes from July meeting were presented. One change was made under adjournment. The date of our meeting is August 1, not August 8. Jill Johnson motioned and Lynda Eccles seconded the minutes be approved as presented. Motion passed unanimously.

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

County Acct Code	Island County Joint Tourism				Invoices on July 30, 2019
		<u>Date</u>	<u>Invoice#</u>	<u>Amt.</u>	
5008678	Comforts of Whidbey/Comfort Farm and Vineyard LLC	7-22-19	202	\$636.54	Overnight Lodging for Nan Devlin two nights Aug 2019
5007381	ComputerPIX	7-26-19	19-14	\$4,459.27	Digital Marketing, Website
5007381	ComputerPIX	7-26-19	19-15	\$332.07	Platforms, Web Expenses
5009090	Country Cottage of Langley LLC	1-22-19	101	\$347.17	Overnight Lodging for Dan Shryock - travel writer Sept 2019 two nights

5001248	Eagle's Nest Inn	6-11-19	DY4585503	\$748.33	Overnight Lodging for Adam Sawyer - travel writer Aug 2019
5007383	Laura Hilton	7-24-19	719	\$600.00	Communications Staff Support
5009839	Olympic Culinary Loop	6-28-19	3082	\$1,000.00	Membership Dues
5008573	Orchard Kitchen	7-9-19	TJJ8	\$139.14	Dinner for Adam Sawyer travel writer Aug 2019
5008568	Osborne Northwest Public Relations	7-29-19	2151	\$2,842.68	Media Relations Consulting Fees and Expenses
5009708	Port of Seattle	7-8-19	CM-3469	\$1,677.55	Spotlight SeaTac Taxes
5004220	Rosenkranz Productions	7-19-19	2999	\$738.32	Install Removal of SeaTac Display
5004220	Rosenkranz Productions	7-19-19	2998	\$1,500.00	Design, Layout, Production Services
5005663	Sherrye Wyatt PR & Writing	7-15-19	71519	\$7,500.00	Public Relations/Marketing Services
5005663	Sherrye Wyatt PR & Writing	7-28-19	72819	\$1,650.30	Mileage and Expenses
5003235	Sound Business Center	7-1-19	204550	\$128.59	Copies and Office Supplies
5003235	Sound Business Center	7-2-19	204559	\$395.18	Copies and Office Supplies
	Total			\$24,695.14	

Robyn Myers motioned and Joanne Lechner seconded the motion to approve the treasurer's report and that the invoices in the amount \$24,695.14 are authorized and submitted to Island County for payment. Motion carried by majority.

Old Business

None

New Business

Nan Devlin reported on her successes in Tillamook County, specifically Crave the Coast, North Coast Food Trail. In addition, her leadership with Whidbey Island Arts Alliance and experience with JackRabbit booking software.

Erica Wasinger and Gregg Lanza were asked to locate and encourage participation in the two board seat vacancies from Oak Harbor. For the September meeting Oak Harbor Chamber has declined to host, thus the new location will be again in Freeland.

The Hour After Westerly was not shown due to time, next month it will be shown.

Monthly PR media Report

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

In her Island County Film Liaison role for Island County, she is working with new projects this month being filmed on Whidbey and Camano Islands including a series of three videos by **REI**, and another movie filming on the island.

Sherrye continues to focus on coordinating details for visiting travel writers including set up appointments with locals, purchasing gift cards, providing welcome bags of local products and securing lodgings. Two ended up rescheduling and one was a last minute opportunity on Camano with a **SEATTLE MAGAZINE** writer. Sherrye also wrote a two -page advertorial for **SEATTLE MAGAZIN** and selected photos to go with the story.

Amy Lilliard, the executive director for **WASHINGTON FILMWORKS** visited some of the arts assets of Langley on July 25. Sherrye worked with the **LANGLEY CHAMBER** to organize a delegation of city and arts representatives to hold the one-day tour of the town as it is under consideration as part of the "3 Cities Project" led by **WE CREATE WASHINGTON**.

Sherrye responded to several requests for maps from destinations including **MOSES LAKE, ELLENSBURG** and **PORT TOWNSEND**, and organizations such as **PBY**.

A meeting with Connie Bowers is being set up by Sherrye to discuss the **WHIDBEY SCENIC ISLE WAY**.

Sherrye is preparing copy for a special Pacific Northwest publication coordinated by **VISIT SEATTLE** for overseas travel agents in European markets.

J A C K P E N L A N D

Photography

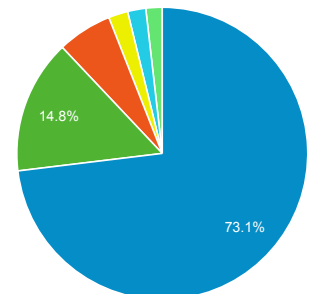
- European Wagon Restoration
- Double Bluff
- Langley

Website

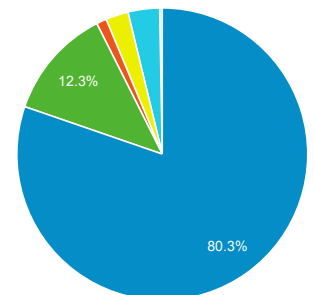
Last month I reported on how the website has done the first six months of 2019 vs. the same period in 2018. This month, I thought I'd look at how we're getting our website visitors.

Channel	Date Range	Users	New Users
Organic Search	Feb 13, 2019 - Jul 25,	97,335	94,596

Feb 13, 2019 - Jul 25, 2019



Feb 13, 2018 - Jul 25, 2018



	2019		
Organic Search	Feb 13, 2018 - Jul 25, 2018	98,295	95,215
Direct	Feb 13, 2019 - Jul 25, 2019	19,764	19,439
Direct	Feb 13, 2018 - Jul 25, 2018	15,075	14,820
Email	Feb 13, 2019 - Jul 25, 2019	8,096	7,300
Email	Feb 13, 2018 - Jul 25, 2018	1,372	1,118
Social	Feb 13, 2019 - Jul 25, 2019	2,871	2,672
Social	Feb 13, 2018 - Jul 25, 2018	3,079	2,829
Referral	Feb 13, 2019 - Jul 25, 2019	2,688	2,188
Referral	Feb 13, 2018 - Jul 25, 2018	4,296	3,760
(Other)	Feb 13, 2019 - Jul 25, 2019	2425	2142
(Other)	Feb 13, 2018 - Jul 25, 2018	355	327
TOTAL	Feb 13, 2019 - Jul 25, 2019	133,179	128,337
TOTAL	Feb 13, 2018 - Jul 25, 2018	122,472	118,069

The charts start on February 13 because that's when the new version of the website went live. Organic search has dropped from 80% in 2018 to 73% of our traffic in 2019, while email grew from 12% in 2018 to almost 15% in 2019. Social is flat to down a little while referral is down significantly. Referral is when some other website's like to us is clicked and brings the user to our site. We'll need to look at this further. Our email likely grew due to the addition of contests, which we were not running last year.

The search drop in actual numbers is 960, or about 1%. So, email, because of contests, is claiming a larger part of the pie.

Website Content

Between the summer events and trying to get the fall and winter events posted, I've spent a lot of quality time making sure our calendar is as comprehensive as possible. While many of the events are rather small, such as music being performed at a winery, my thinking is that, when taken as a group, they have significant traffic. Additionally, our calendar is gaining traction with the residents, and it's important that we support as many events as we can.

The newest story on the website is of a local woman restoring 100-year-old European wagons. While it's only had 239 views since it was published on July 10, people have spent, on average 13 minutes and 31 seconds reading the article. Like other stories on our site, it shows that when there is time spent thoughtfully creating content, people will take the time to read it.

Social

Facebook continues to be our best social channel. Not every post is a big hit, but some recent posts that did well were:

Date	Content	People Reach
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6/21/19	Pretty day for a ferry ride	5,463 ¹
7/10/19	European wagons on Whidbey	16,577
7/14/19	One chef flies in for Penn Cove Mussels	3,521 ²
7/25/19	Vogue story on Captain Whidbey	2,138 ³

¹ Boosted this for \$30.

² Posted this before and chose to re-post it.

³ As of 7/26, so this is likely to grow.

If the content is somewhat thoughtful, Facebook seems willing to still push it out to people's news feeds.

Assists

- I was able to help an HGTV crew get their video back to their Australian base more quickly by picking up their video and uploading it via Whidbey Telecom's "Big Gig" high speed service.
- I helped supply images for an upcoming advertising supplement to a Seattle magazine.

OSBORNE NORTHWEST PUBLIC RELATIONS

Project Management

- Attended Q13 shoot in Langley for live coverage of the Whidbey Island Fair (July 18) and pre-taped segments for Whidbey Island Shakespeare coverage coming up July 31
- Developed itineraries and travel plans for high volume of media visiting in July-Sept.

Media Visits

- Q13 Morning News Reporter Ellen Tailor, July 18
- Seattle Magazine contributor Hilary Meyerson, July 23-24; on assignment to cover Camano Island in the October issue.
- Postponed due to appearance on Today Show; (July 14-15) Daniel Scheffler rescheduling tour from this freelance writer from New York, contributing to outlets like GQ, The New York Times (including the annual "52 Places to Go" issue) Departures, Conde Nast Traveler, Town & Country and others.
- Postponed due to illness; (July 28-30) Chelsea Lowe, TravelAge West and national pop culture and parenting site Mom.me

Pending Media Visits

- John Nelson, August 4-5, contributor to Los Angeles Times, Spokesman Review, and @OurGrandTour, renting Ben Ure Island
- Blake Snow, August 6, contributor to CNN, NBC, National Geographic and USA Today, will visit Kristoferson Farm for lunch and zip-lining with his family (while staying in Seattle).
- Dan Shyrook, Sept. 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.

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
<u>What's Up NW - Online</u>	What's Up on Whidbey and Camano Islands This Summer	July 1, 2019	1,800
<u>What's Up NW - Facebook</u>	What's Up on Whidbey and Camano Islands This Summer	July 1, 2019	758
<u>What's Up NW - Twitter</u>	What's Up on Whidbey and Camano Islands This Summer	July 1, 2019	510
<u>What's Up NW - Instagram</u>	What's Up on Whidbey and Camano Islands This Summer	July 1, 2019	1,326
<u>Seattle's Child - E-Newsletter</u>	Plan a fun family Fourth of July!	July 1, 2019	15,000
<u>Conde Nast Traveler (online)**</u>	Whidbey Island feature	July 10, 2019	5,351,474
<u>What's Up NW - E-Newsletter</u>	What's Up on Whidbey and Camano Islands This Summer	July 7, 2019	192
<i>NW Travel + Life - Print</i>	Island Shakespeare Festival Celebrates 10 Years	July 2019	45,000
<i>NW Travel + Life - Print</i>	Whidbey Island Grown Week	July 2019	45,000
<u>The Stranger - Online</u>	65 Free, Cheap & Easy Things To Do for Fourth of July 2019 in Seattle	July 3, 2019	2,105,889
<u>The Stranger - ENewsletter</u>	65 Free, Cheap & Easy Things To Do for Fourth of July 2019 in Seattle	July 3, 2019	PENDING
<u>Travel Weekly - Online</u>	Wine, wildlife and wilderness in Washington State	July 3, 2019	54,360
<u>Only in Your State - Online</u>	This Old School Drive-In Theater In Washington Will Steal Your Heart	July 3, 2019	5,564,981
<u>KING 5 - Online</u>	5 Washington Islands to Visit This Summer	July 5, 2019	3,160,175
<u>KING 5 - Facebook</u>	5 Washington Islands to Visit This Summer	July 6, 2019	1,013,970
<u>Seattle Times - Online</u>	Take a Dog Friendly Road Trip Around the Cascade Loop Scenic Byway	July 7, 2019	11,503,848
<i>Seattle Times - Print</i>	Take a Dog Friendly Road Trip Around the Cascade Loop Scenic	July 7, 2019	717,700

	Byway		
<i>Only in Your State - E-Newsletter</i>	This Old School Drive-In Theater In Washington Will Steal Your Heart	July 8, 2019	PENDING
<u>Sunset - Online**</u>	Pretend You're in a Wes Anderson Movie at This Whidbey Island Escape	July - August 2019	2,061,599
<i>Sunset - Print**</i>	Best of the West: Captain's Quarters	July - August 2019	1,262,532
<u>KING 5 - Online</u>	5 Islands in 5 Days: Camano Island	July 11, 2019	3,160,175
<u>KING 5 - Online</u>	5 Islands in 5 Days: Whidbey Island	July 11, 2019	3,160,175
<u>Seattle Times - Online</u>	Community Calendar: Whidbey Island Fair	July 10, 2019	11,503,848
<i>Seattle Times - Print</i>	Weekend Plus Datebook: Whidbey Island Fair	July 12, 2019	189,845
<i>AAA Weekends E-Newsletter</i>	Don't Miss These Weekend Events: Whidbey Fair	July 17, 2019	80,000
<u>AAA - Online</u>	Don't Miss These Weekend Events: Whidbey Fair	July 17, 2019	5,607,990
<u>@365WashingtonState - Facebook</u>	Fort Casey Stargazing Event Posted with image	7/18/2019	134,068
<u>NW Travel + Life - Online</u>	Island Shakespeare Festival Celebrates 10 Years	July 22, 2019	43,668
<u>Clipper Vacations - Online</u>	20 PNW Day Trips You Must Do Before Summer is Over	July 24, 2019	147,450
<u>Vogue - Online**</u>	Why Washington's Whidbey Island Is the Pacific Northwest Getaway to Know Now	July 25, 2019	6,598,806
<i>Seattle Times - Print</i>	Datebook: Whidbey Island Race Week	July 26, 2019	189,845
<u>Seattle Times - Online</u>	Community Calendar: Whidbey Island Race Week	July 18, 2019	11,503,848
<i>Q13 Fox Morning News (broadcast)</i>	Segment: Whidbey Island Fair (Island County 4-H Program)	July 18, 2019	25,000
<u>Q13 Fox Morning News</u>	Segment: Whidbey Island Fair (On the Rock Lobster)	July 18, 2019	25,000
<i>Q13 Fox Morning News (broadcast)</i>	Segment: Whidbey Island Fair (Ride with your Favorite Character)	July 18, 2019	25,000
<u>AAA Weekends E-Newsletter</u>	Don't Miss These Weekend Events (stargazing at Fort Casey)	July 26, 2019	80,000
<u>AAA - Online</u>	Don't Miss These Weekend Events (stargazing at Fort Casey)	July 26, 2019	5,607,990

<u>Vacation Idea Dream Magazine - Online</u>	10 Best Things to Do in Langley, WA	July 29, 2019	385,770
TOTAL			81,374,592

*not previously reported

**generated by Captain Whidbey Inn's PR team

Adjournment

Meeting adjourned at 12:56 PM.

Next regular meeting is September 5, 2019, in Freeland, China City. Time: 11am-1pm.

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