

# Minutes

## Island County 2% Committee

February 6, 2020

Clinton Community Hall, Clinton

The meeting was called to order at 11:09 am by Chairman

### Quorum:

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

In addition to the above members also in attendance this meeting were Sherrye Wyatt, Whidbey Camano Islands Tourism Coordinator, Jack Penland, Computer PIX LLC, Scott Rosenkranz, Rosenkranz Productions, Laura Hilton, ICT Contractor, Hayley Sanford, Oak Harbor Main Street Association, Christine Savage, Clinton Community Counsel, Patricia Freedman, Whidbey Telcom, Mitch Richards, Keller Williams Reality.

### GUESTS:

Adoption of the Agenda: Bruce Allen motioned and Debra Bell seconded the motion to approve the agenda.

Minutes from the January 2020 meeting were presented. Bruce Allen motioned and Stephanie Cook seconded the minutes be approved as presented.

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

Island County Joint Tourism					Invoices on Feb. 6, 2020
Vendor		Date	Invoice#	Amt.	
5006562	3 Sisters Market	1/02/20	1004	\$787.23	Local Products for Upcoming VIPs, Media, Fam Tours
5007039	Camano Arts Association	1/30/20	2020	\$895.00	Advertising in Studio Tour Guide
5007381	ComputerPIX LLC	1/22/20	20-01	\$5,281.47	Digital Marketing, Website
5007381	ComputerPIX LLC	1/22/20	20-2	\$808.13	Platforms, Web Expenses
5007383	Laura Hilton	1/26/20	120	\$1,000.00	Staff Support
5007383	Laura Hilton	1/26/20	126	\$62.93	Expenses & Mileage
NEW	Marissa Pedersen, LLC	1/16/20	104	\$1,700.00	Photography
5008568	Osborne Northwest Public Relations	1/30/20	2196	\$3,741.71	Monthly Contract Media Relations and Expenses
5004220	Rosenkranz Productions	1/17/20	3024	\$1,800.00	Monthly Contract for Design
5004220	Rosenkranz Productions	1/17/20	3025	\$329.39	Tabletop Displays
5004220	Rosenkranz Productions	1/17/20	3026	\$1,000.00	Research & Development
?	Sagacity Media	12/31/19	2019-22203	\$1,995.00	¼ page ad in Seattle Travel Planners Guide
5005663	Sherrye Wyatt PR & Writing	1/15/20	11520	\$7,500.00	Monthly Contract for Public Relations/Marketing Services
5005663	Sherrye Wyatt PR & Writing	2/04/20	20420	\$933.07	Mileage and Expenses
	Simpleview, LLC	1/01/20	10650	\$8,315.55	Book Direct for 2020
5003235	Sound Business Center	1/01/20	204781	\$131.06	Photocopies
?	Statehood Media, LLC	1/17/20	2018-12814	\$900.00	Discounted ½ page ad in 1889 Magazine
	<b>Total</b>			<b>\$37,180.54</b>	

Debra Bell motioned and Pat Powell seconded the motion to approve the treasurer's report and that the invoices in the amount \$37,108.54 are authorized and submitted to Island County for payment. Motion carried by majority.

**Old Business:** None

**New Business**

Chet Ross gave the management committee report. All discussion items are on the agenda.

It was brought to the committee for discussion: The Committee has been asked to write a letter in support of Penn Cove Shellfish for the expansion of the mussel farm in Penn Cove. Tourism Supports Penn Cove Mussel Farm and recognizes that it is an important local industry that draws visitors to Whidbey Island. The member voiced support of this local business however it was felt that individual member letters of support from committee members would carry more weight with the authorities. Gregg Lanza motioned and Pat Powell seconded the motion that for those in support individual members who wish to write a letter of support could do so.

Workshop Session:

The committee was sent a survey and 12 members responded.

1. Do you feel you have enough information to understand your role as a committee member? Yes: 83.33% No 16.67%
2. Do you share the reports and materials from the monthly committee meetings with anyone? Yes 100%
3. Are you interested in becoming more involved in the work of the countywide tourism program, outside of attending monthly meetings? Yes 75% No 25%
- 4.
5. If you answered yes to the previous question, check as many as you wish. Feel free to add more in the “other” box
6.
  - Hosting and Coordinating a meeting....54.55%
  - Representing....54.55%
  - Donating....36.36%
7. Currently we meet the first Thursday of each month 11a.m. – 1 p.m. with a working lunch. Is there anything you’d like to change about that format? If yes, please explain in comment box. Yes 41.6% No 50%

The committee further discussed that the time was selected early in the committee’s formation and the 11 – 1:00 pm timeframe was the best determined to accommodate lodging owners and others to best be away from their businesses. Consensus was that the time should remain the same.
8. Would you be interested in hearing more details regarding annual marketing plans or specific advertising buys from committee members at monthly meetings? Yes 83.33% No 16.67%
9. Are you willing to share your own tourism marketing strategies with the entire committee at monthly meetings? Yes 70% No 30%

10. On a broader scale outside of monthly meetings, are you interested in incorporating an overarching tourism marketing strategy, including more branded tools, into your own marketing? Yes 68.33% No 41.67%

The committee also discussed whether they would like to have meeting locations be centralized in one or two locations that had appropriate meeting room space inclusive of technologies that would allow for call in or video conference rather than moving locations around the county.

The consensus was that a south and north location would be nice so that could be alternated. Lunch availability would be nice but not mandatory. It was noted that China City has both an Oak Harbor location with meeting room as well as a Freeland location. We will investigate whether we can secure those locations.

Several members had to leave early and member quorum was lost so Election of officers has been postponed until March meeting.

### **Monthly PR media Report**

## **SHERRYE WYATT PUBLIC RELATIONS & WRITING**

Laura Hilton and Sherrye participated in **WASHINGTON FILM DAY** on January 21, in Olympia and met with all three legislators or staff from District 10.

Sherrye successfully moderated a panel on the impact of film at rural economies on January 18 at the **WHIDBEY ISLAND FILM FESTIVAL**. *The Hour After Westerly* was shown and won the Grand Jury Award at the festival. Amy Lilliard also announced that Langley is one of the three towns selected by Whipsmart to participate in the “3 Cities” project where data regarding the impact of the creative economy on the community will be gathered and analyzed.

Sherrye prepared sponsored content (story and photos) for online editions of **TRAVEL MATTERS**, an overseas publication aimed at UK travel trade, and **SEATTLE MAGAZINE**. Laura is representing Island County Tourism at The Great Northwest Glass Quest launch party on February 4. Laura is also working closely with a production company hoping to film on Camano this month.

Sherrye put together a Freeland package for the first quarter’s **ISLAND GIVEAWAY** which will be featured on our website as well as sent out through Scenic Washington’s eblast this month. Many new ads are due this first quarter as we often front load and

invest heavily early in the year, in order to catch the attention of future visitors during their “dreaming” stage, before they book their getaways.

Sherrye is working with the **PORT OF SEATTLE** on a UK Product Manager FAM that the Port will operate from April 22-29, 2020. FAM stands for “Familiarization Tour.” The program is being conducted in collaboration with Norwegian Air, an airline offering direct service into Seattle from the UK's Gatwick Airport. It will be very fast paced as they hope to cover a lot of ground and be “wowed.” It is a huge honor for us to be invited (and entrusted) to work with this delegation.

The goal for both Norwegian and the Port of Seattle is to establish new and enhanced travel products for UK travelers to experience in the Pacific Northwest. The new products might be an extension to an Alaskan cruise, or they might take the form of a Washington state road trip (fly/drive program). The FAM guests will determine what is best for their organizations. The invitation target list for the FAM will be extended to product managers/decision makers. There will be 6 tour operators, 1 Core Communications escort (this is the Port of Seattle’s contractor in the UK) and 1 Port of Seattle representative for a total of 8 participants. Tentatively they wish to arrive on Whidbey Island via Deception Pass from Bellingham. They have suggested a catered gourmet lunch in a beautiful setting in the woods/beach and a tour of North and Central Whidbey Island with dinner and lodging at the Fort Casey Inn. The Inn has an agreement in place with a receptive operator who works with European travel buyers: TourMappers. Sherrye is to coordinate these experiences.

## **OSBORNE NORTHWEST PUBLIC RELATIONS**

***NEW REPORTING*** -- *In 2020, you'll see Osborne Northwest Public Relations has been working with a new service that captures impressions in a more integrated manner with increased metrics. We still get the former impression metric - along with additional numbers that give insight into domain authority (basically what Google says is a strong/respected site) and engagement (how people are interacting with the content on social media). For those of you who just want the impressions, those are still there (and reported in this document). Those of you interested in a deeper dive, will need to follow a link to an online report showing the articles with corresponding information.*

### **Project Management**

- Developed content and media plan with Seattle Kitchen and Tom Douglas on KIRO Radio. The campaign will run for the month of February, with an in-studio guest Feb. 1-2, mentions of sponsorship in each show and social media mentions throughout.
- Influencer and photographer Marissa Pederson on January 11-12 (see details in media visits portion below)
- Attended International Media Marketplace in New York on January 23; met with 24 travel writers representing publications like New York Times, Travel + Leisure,

Men's Journal, San Francisco Chronicle and many others, to pitch the destination. See schedule of meetings attached for detail on specific outlets represented.

### Press in Progress

- Postcards to Seattle; developing a Camano Island travel guide following a weekend on Camano Island.
- Adventure NW; Canopy Climbing at Deception Pass slated to appear in the February 2020 issue
- Food & Wine, visit this winter (TBD) for confirmed story in June 2020 print issue; with digital copy as well.
- USA Today Network; syndicated story by Jean Chen Smith, per her summer visit is anticipated in February
- 1859/1889; travel piece by Jean Chen Smith, per her summer visit is anticipated in both magazines, the Oregon and Washington Magazines.

### Media Visits

- Postcards to Seattle, Marissa Pederson, travel blogger and influencer slated to visit Camano Island Jan 11-12 to shoot images and blog content.
- Coming up (just confirmed these visits and corresponding stories):
  - Sara Franklin, Travel + Leisure, May 6-9, 2020, researching a story for the Sept. 2020 issue
  - Michelle Williams, [Rockin Red Blog](#), June 3-6, Michelle has been named among the top 15 most influential people in wine; she is a contributor to Daily Meal and Forbes (as recently profiled in [Wine Industry Advisor](#))
  - Barb Webb, Second Season Travel (a lifestyle brand written for 50+ that's syndicated by Daily Meal, a major national brand); October 17-19; plans to visit Seattle/Tacoma/Whidbey on a Pacific NW agritourism and food-focused itinerary to share with readers in a destination feature.

**Press Highlights include eight pieces of coverage with an estimated 5.54 million impressions. To view the coverage book report in full for the month, [go here](#).**



## These West Coast destinations will brighten your winter days

Where to play in the snow or bask in the sun all season long



By [Corinne Whiting](#)  
Seattle Local Expert  
JANUARY 6, 2020

Holiday festivities have come and gone. Now it's time to seek out ways to brighten winter months, as we patiently await longer days and a return to light.

That's why we've gathered tempting West Coast ideas, whether you're craving a [colder destination](#) that fully embraces the season or a sun-kissed spot where eternal summer calls.



## **COMPUTERPIX**

### **Digital Marketing Report**

**1/24/20**

### **December Figures**

### **Website**

### **Audience Year to Year Comparison**

	Users	New Users	Sessions	Duration
2019	15,793 (+19%)	14,790 (+22%)	20,196 (+31%)	1:47 (-10%)
2018	13,263	12,118	15,394	2:00

### ***Top Pages***

	Pageviews	Time on Page
Contest	4525	4:20
Home	4034	1:46
Things to Do	1523	:57
Jets	1070	9:32
How to Get to Whidbey Island	1006	5:01

### ***Selected Queries***

	Rank	Percent of Search Traffic	Clicks	Impressions	Click Thru Rate	Avg. Position in Google Search
Overall (2019)			4,892 (-7%)	330,571 (42%)	1.48% (-34%)	25 (-45%)
Overall (2018)			5,250	233,288	2.25	17
Whidbey Island (2019)	1	25%	1,237 (-13%)	29,748 (-4%)	4.16 (-9%)	2.3
Whidbey Island (2018)		33%	1422	31,108	4.57	2.1
Greenbank Farm	4	2%	85	575	15%	5.3
Fireworks New Years Eve	5	1%	85	575	15%	4.7
Oak Harbor Fireworks 2019	9	1%	48	106	45.28%	1.1
Oak Harbor New Years Eve Events	19	< 1%	35	79	44.3%	1.1

The first two lines compare against 2018. The 3 lines having to do with the fireworks are all from 2019 and represent three different ways people searched for the parade.

### **Social Media**

## December Facebook Reach

### Email

February 3, 2020 Newsletter <https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=3ad97d3840&e=5aa724165c>

### Social Media

#### *December Facebook Reach & Top December Facebook Posts*

Type	Total	Post	Impressions	Likes	Comments	Shares
Video	724	Decep. Bridge Const.	71,925	2729	174	481
Image	15358	Views Like This	8937	211	4	34
Text	0	Contest Reminder	6404	35	1	35
Link	1877	Musselifest Poster	2357	58	5	10
Other	572	Mystery Wknd. Soon	2231	177	33	45
TOTAL	18531					

### Chamber Roundtable:

Debra Bell reported that Cama Beach State Park will be participating in the Glass Quest and has 30 balls that it will be awarding. Glass Quest in total will be giving out 500 glass balls to lucky questers. The event will run for 10 days this year.

Langley: Inge Morascini talked about Langley's 36<sup>th</sup> annual Mystery Weekend. She would like to see more locals participating. Last year which saw great numbers about 75 percent were from off island.

Dianne Binder shared that Coupeville has this Saturday February 8<sup>th</sup> its Chocolate Walk. Tickets are \$25 and you collect Chocolates from the participating shops and fill your box with chocolates.

## Adjournment

Meeting adjourned at 1:05 PM

Next regular meeting is March 5, 2020, TBA from 11am-1pm.

*Meeting recorded by Joanne Lechner, alternate Secretary.*