

Island County 2% Joint Tourism Committee Meeting

Date: January 3, 2019

Location: China City, Freeland, WA

Time: 11:00 am – 1:00 PM

The meeting was called to order at 11:06 am by Vice Chairman Chet Ross

Quorum:

Dianne Binder x
Pat Powell
Debra Bell
Com. Jill Johnson

Robyn Myers x
Stephanie Cook
Christine Cribb
Joanne Lechner x
Inge Morascini x
Erica Wasinger
EDC Sharon Sappington x

Jessica McCready x
Chet Ross x
Dominique Emerson x
Lynda Eccles x
Gregg Lanza
Frank Rose x
OH Lodging Vacancy

In addition to the above members; also in attendance is Sherrye Wyatt, Island County Tourism Coordinator; Jack Penland, ComputerPix LLC.

Adoption of the Agenda: Agenda was adopted by majority

The minutes of December 6, 2018 failed to be included in the meeting materials packet sent to members so the adoption of December minutes will follow to February 7th meeting at the Oak Harbor Chamber.

Treasurer's report and invoices. Dianne Binder gave the treasurers report. We are a little under budget for the year at 98.1% of our budget expended. Remaining funds are available to spend in 2019. The State still has not updated their statistical site which we rely on for budget figures. Hopefully the new system will be on line soon in 2019 as our tax revenue figures are only valid as last reported in May 2018.

	Island County Joint Tourism				Invoices on January 3, 2019
		<u>Date</u>	<u>Invoice#</u>	<u>Amt.</u>	
5000016	A-OK Self Storage	12-20-18	153	\$125.00	Monthly Storage
5000735	Cascade Loop Assn.	1-1-19	18198118	\$6,500.00	Digital and Print Adv -- 2019
	CDM Communications	1-1-19	101	\$2,500.00	Digital Advertising -- 2019
5000783	Certified Folder Display Service	12-5-18	557814-A	\$6,610.33	First Half of Distribution Contract for Maps -- 2019
5007381	ComputerPIX	12-27-18	17-55	\$288.23	Platforms for Digital Marketing
5007381	ComputerPIX	12-27-18	17-54	\$3,576.95	Digital Marketing, Website
5009740	Deception Pass Tours	12-15-18	12152018	\$150.00	Whale Watching - Sweepstakes
5009901	Jack Rabbit Systems	1-1-19	10149	\$8,315.55	Annual Subscription to Direct Booking Platform -- 2019
	Langley Chamber of Commerce	12-12-18	2017-12310	\$1,000.00	Advertising in holiday publication for Clipper guests
	Langley Chamber of Commerce	12-12-18	2018	\$567.64	Lunches for Visit Seattle, Port of Seattle, Aer Lingus VIPs on Clipper (12 total people)
5007383	Laura Hilton	12-24-18	7	\$2,000.00	Research, Admin. Support, Website Content Development
	Lavender Wind Farm	12-6-18	220000039825	\$240.93	Discounted Products for UK and South Korea Delegations
5008568	Osborne Northwest Public Relations	12-19-18	2086	\$1,950.00	Media Relations, Consulting, Pitching
	Prima Bistro	12-9-18	202	\$205.71	Visit Seattle - South Korea delegation "influencers" lunch (5 total people)
	Quintessa	12-14-18	101	\$221.40	Overnight lodging for Suzi Pratt - photographer
5005663	Sherrye Wyatt PR & Writing	12-15-18	121518	\$6,750.00	Public Relations/Marketing Services
5005663	Sherrye Wyatt PR & Writing	12-30-18	123018	\$599.79	Expenses and Mileage
5003235	Sound Business	12-3-18	204258	\$183.03	Shipping, Supplies, Copies
5003241	Sound Publishing	11-30-18	7885387	\$1,504.50	Winter on Whidbey two page Display Adv spread
	Washington Tourism Alliance	12-1-18	2866	\$916.67	Membership Dues -- 2019
5009900	Whidbey Island Natural Products	12-26-18	63648	\$383.71	Discounted Local Products for NYC Trade Shows
	Total			\$44,589.44	

Total for 2018: \$19,746.89

Total for 2019: \$24,842.55

Lynda Eccles motioned and Jessica McCready seconded the motion to approve the treasurer's report and that the invoices in the amount of \$19,746.89 for 2018 and \$24,842.55 for a grand total of \$44,589.44 be authorized and submitted to Island County for payment. Motion carried by majority.

Old Business

A revised Contract Addendum for Sherrye Wyatt was introduced. Chet Ross reported that the addendum passed on December 6, 2018 did not identify the increased compensation for 2019 to be \$90,000. The revised January 3, 2019 Addendum indicates the 2019 compensation increase. Dianne Binder motioned and Lynda Eccles seconded the motion to accept the January 3rd Addendum. Motion carried by majority.

New Business

Management Committee met on December 17th, 2018. The items discussed at the meeting were contained either on the agenda or in Sherry's PR report.

Erin Osborne 2019 Contract was presented. Sherrye commented that Erin is a great asset to the committee. Jessica McCready agreed that Erin is a tremendous asset to our program. She is very focused and Social Media savvy. Sherrye also commented on Erin's reputation in the business and in the credibility Erin has with reputable writers and Social Media influencers. Social Media is constantly changing and Robyn Myers asked if Erin could come to the committee to report and educate us in the changing world of Social Media. Sherrye indicated she would bring Erin in April or May for a quarterly report and to answer questions.

Jessica McCready motioned and Lynda Eccles seconded that the committee approve Erin's Osborne Communications 2019 contract. Motion carried by majority.

Election of 2019 Officers – Chet Ross presented the duties of the Officers and indicated that Commissioner Jill Johnson, serves as Chair. Chet Ross serves as the Vice Chair, Robyn Myers would step into the Secretary position and Joanne Lechner, would serve as alternate secretary. Dianne Binder, Treasurer. When asked what the pleasure of the committee was with respect to electing 2019 officers. Donimique Emerson motioned and Inge Moracini that the above be the nominated slate of officers for 2019. Motioned passed by majority.

Lynda Eccles motioned and Dominique Emerson seconded that the nominated slate of Officers be approved. Motion carried by majority.

Adoption of 2019 Tourism Meeting Schedule – Chet Ross indicated that we will meet at the Oak Harbor Chamber on February 7, 2019 and that the 2019 schedule of meeting places will be adopted then. Jessica McCready asked the committee that because of the expense, excessive

travel time to and from Camano if she could be allowed to call in to attend meetings when she can not take a full day away from her chamber duties. The committee agreed to make the exception in her case. The committee also discussed that due to the expense of providing lunch the chambers are not going to be able to provide lunches. It was decided that the members would buy their own lunches if the meeting was held in a facility where lunch is available or no lunch would be provided if held in a meeting space only.

Monthly PR & Media report: Written report is below:

A delegation arranged by **VISIT SEATTLE** composed of Instagram/social media influencers from **SOUTH KOREA** was on Whidbey Island on December 8. **PORT OF SEATTLE** delegation of 10 media and tour operators from the UK were on Whidbey Island on December 9. Sherrye attended **WASHINGTON FILMWORKS** Board meeting on December 15. **WARM SPRINGS PRODUCTIONS** filmed on Whidbey Island December 17-19. Additional episode of Beach Hunters to be filmed in January on Whidbey Island. Sherrye is also representing Filmworks on the newly created 501(c)3 called **WE CREATE WASHINGTON**. 2019 Advertising contracts for combination of social media and print advertising signed recently with **CASCADE LOOP, REAL FOOD TRAVELER STATEHOOD MEDIA (ONTRAK MAGAZINE), NORTHWEST GLASS QUEST, CAMANO ISLAND ARTS, and SOUND PUBLISHING WEDDING GUIDE.**

For the last 3 years we have successfully competed for tourism grants awarded by the **PORT OF SEATTLE**. Our committee has been asked to skip two years. Let's be sure we get some applications in from Island County! Here is the 2019 Grant Announcement from the **PORT OF SEATTLE** for others within Island County to consider applying:

Greetings:

In keeping with the Port's Century Agenda to "Advance this region as a leading tourism destination" and work collaboratively with the visitor industry, we are pleased to announce that we are now accepting applications for the 2019 Tourism Marketing Support Program.

The match fund program will offer a 2019 total of \$200,000 to organizations whose proposed projects are selected. \$50,000 of the Port of Seattle funding must be identified specifically to assist organizations in the development and growth of culture, eco/sustainable, and/or adventure/nature tourism. Local communities, destination marketing organizations, ports, chambers of commerce, tribal organizations and non-profits within Washington state are encouraged to apply. For information and specifics on how to apply, click on the [Tourism Marketing Support Program site](#).

*Submit your signed Application Form and 4-page maximum Proposal, as one document, via email to application@portseattle.org no later than Friday, February 1, 2019 at 2:00 p.m. To find out more about the program, you may join us for an Information Session which will be held on **Friday, January 11, 2019 from 10:00 – 11:00 a.m.**, at the Port of Seattle, Pier 69, 2711 Alaskan Way, Seattle, Room 2D East. [REGISTER HERE!](#)*

Ron Peck

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JACK PENLAND

CASCADE LOOP: I attended the quarterly meeting of the Cascade Loop as the representative from Whidbey Island. Much of the discussion centered around funding for loop marketing efforts. Chelan County, which has been the chief funding source for the loop, has committed for another three years. There was concern that the money would, instead go to the Chelan Chamber of Commerce.

WEBSITE: There were nearly 14K users on the website in November, a 43% increase over November, 2017. Nearly half of that 10,311 came through search.

JACKRABBIT: I'm to the point now where I'm having to call individual lodging to explain Jackrabbit to them. While it's effective, it is time consuming. We won't be able to call this project Jackrabbit much longer. The company has been sold to a company called, "Simple View." Simple View has assured us that things will go as scheduled with regard to us. Simple View is a company that constructs websites and acts as a general consultant to large destination marketing organizations.

WEBSITE RESTYLE: We continue work on a newly restyled website. I'm taking the opportunity to clean up content, remove outdated references and add new information. With more than 200 pages on the site, this is taking up quite a bit of my time. It's not very exciting and "report-worthy" but, it's work that needs to be done. Going forward, we will have a more consistent look from page to page and the opportunity to offer more detail, images, and videos to the listings for various activities around here.

EMAIL: In case you missed it, here is the latest email <https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=6f0ba11bf7&e=23f1d37c1e>

ERIN -- OSBORNE NORTHWEST PUBLIC RELATIONS

Greetings,

With a goal to reach national, international and regional visitors through trusted third-party endorsements, our PR campaign has been working to and build brand awareness among key audiences. Through key media outlets, partner communications and social media channels we've seen success in all areas throughout the comprehensive PR campaign. Some highlights include:



Far reaching national coverage featuring our key messages and destinations from the likes of the Los Angeles Times, Coastal Living, San Jose Mercury News and USA Today, in addition to a variety of digital and print stories with international reach as a result of the IFWTWA conference.



Are you up for a new adventure? As in, 200 feet up a Douglas fir?
Originally published August 20, 2018 at 7:00 am Updated August 8, 2018 at 2:38 pm



Frequent and impactful regional coverage in broadcast, print and digital outlets, including KING 5 Evening, Q13 Morning News, Pacific Northwest Magazine (Seattle Times insert), NW Travel, Seattle Met, and many more. Annually, our PR efforts have reached 174 million impressions via key media and influencer outreach.

For a full chart of press received and corresponding impressions, [click here](#).

Project Management

The first quarter kicked off with a focus on Camano Island's Glass Quest, featuring influencers and media sharing the event and hand-blown glass treasures on their respective outlets. Highlights of this effort include a segment on KING 5 Evening, and in the Instagram reels of some of the region's top influencers in the 30-45 age range, including @AllThingsKate(42.9 followers) and @ObsessedbyPortia (78.8k followers).



The biggest initiative of the year was the IFWTWA annual meeting, where we hosted and toured 34 media on Whidbey Island, with an additional 8 media guests attending a FAM tour of Camano following. To date, the IFWTWA conference alone has garnered nearly 30 stories totaling more than 7 million impressions, with many stories in the works.

A focus on fall travel and shoulder season in the second half of the year resulted in key placements and broadcast placements. Whidbey Island Grown Week and island purveyors were featured on Q13 Morning News and Seattle Kitchen. KING 5 Evening visited to walk in footsteps of Practical Magic, and several other visits yielded regional and national coverage.

Media Visits

Throughout the year, we collaborate with travel writers, reporters and influencers whose audiences align with our target markets. In 2018 we hosted 55 writers and influencers, each of whom have published positive destination content, or have plans to do so soon.

- **John Nelson and Leslie Kelly, February 14-15**, freelance writers visited to research stories for Spokesman Review, 1889 The Washington Magazine, Seattle Magazine, and others.
- **Feb 22-24, Wild Tales Of**, Kate Spiller will visit to cover a Camano Island winter getaway
- **March 10-11, Red Tricycle**, Jeff Totey will visit to cover learning vacation getaways for adults.
- **May 4-6**; Sip NW + CIDERCRAFT Editor Erin James FAM tour
- **May 6-9**; hosted 34 travel, food and wine writers for the IFWTWA Conference. Several articles and online content are anticipated to appear in the coming months, initial social media buzz during the conference generated more than 1 million impressions on social media.
- **May 9-11** Freelance Writer Nia Martin, who writes for NW Travel, The Plunge (national wedding blog) and Seattle Refined/KOMO
- **May 10-11** Freelance Writer Caitlin Flynn, who writes for Refinery29, PopSugar and

Seattle Times.

- **May 9-11; Camano Island FAM Tour (IFWTWA)**
 - Christine Salins, contributes to Food, Wine Travel Magazine, a leading glossy publication based in Australia
 - Heather Larson, manages her travel blog, DiscoverWashingtonState.com, and contributes to NW Travel, Meetings News NW and Sip Northwest
 - Lorena Lopez, founder of TravelingSoulo.com; focusing on trip ideas and tips for women's solo travel
 - Mary Lansing-Farah, founder of AlongComesMary.com, a culinary travel blog
 - Nancy Mueller, founder of WanderBoomer.com and contributor to NW Travel
 - Tom Talleur, founder of RoverTreks.com.
- **July 19-20;** Marissa Peterson, Postcards to Seattle (90k+ followers on Instagram; 8k unique readers a month at PostcardstoSeattle.com
- **Sept. 15-16,** Seattle Kitchen, The Tom Douglas Radio Show, visited Whidbey Island to cover Whidbey Island Grown Week.
- **Sept. 17,** KCPQ Morning news reporter Ellen Tailor visited Deception Pass State Park to cover canopy climbing for the morning news.
- **Sept. 26,** Ellen Tailor, Q13 Morning News (FOX), visited to cover Whidbey Island Grown Week
- **Oct. 2,** Saint Bryan, KING 5 Evening
- **Oct. 15-17,** Laura Pedrick, Johnny Jet (he was named as Forbes top travel influencers in 2017)
- **Dec. 6-8,** Corinne Whiting, USA 10Best.com, Curiosity, 1889

Coming up

We are confirmed to attend and connect with high profile national media at The New York Times Travel Show as well as the TravMedia International Media Marketplace (January 2019). As a member of SATW, Erin is frequently interfacing with this membership online. We also maintain relationships with Port of Seattle, Visit Seattle and the Washington Tourism Alliance to ensure we are maximizing regional and state-wide tourism efforts. For a full 2019 PR timeline and plan, [please click here](#).

Our ongoing efforts will continue focus on strategic messaging to reach key markets and demographics. National media outreach, along with a further integrated social media and influencer focus will result in targeted third-party endorsements. We've already confirmed the following visits and pending coverage for 2019:

- Coming up; Suzi Pratt @SuziPratt (14k), photographer, travel blogger and influencer, January 5-6
- Coming up; Rachel Teodoro @MsRachelTeodoro (13k followers), Travel Blog and Influencer (, January 12-13, 2019
- Coming up; Jean Chen, USA Today GO Magazine, Sept. 2019

Thank you for your continued partnership. We are honored to share the stories from Whidbey and Camano Islands with the masses!

Best,

Erin Osborne + Kate Neidigh
Osborne Northwest Public Relations
206.948.6059



ONPUBLICRELATIONS.COM

Chamber 2019 Marketing Efforts:

Camano Chamber: Most of the marketing is centered on individual events and “Discover Stanwood/Camano”. They plan to use Google Ad words for “Discover Stanwood/Camano. Camano is very strong on Facebook but wants to increase its presence in 2019 on Instagram. Glass Quest is their premier events. In Facebook Camano wants to be more strategic in using like audience features for driving traffic. Continue to develop relationships with the Herald and Phillips Publishing. They are going to explore a relationship with Argosy Cruises as the head of Argosy has a place on Camano Island.

Coupeville Chamber: Coupeville enjoyed a very busy 2018 – Coupeville will be refreshing their website. Last year in 2018 they partnered with KCTS for Advertising and were happy with the results and plan to repeat that in 2019. Coupeville plans to develop Facebook with the help of a contractor. They will continue to reach out to Canada and BC. As well as Idaho and Portland, Oregon as markets to increase overnight stays. Some new events have been added such as “Chocolate Walk” as well as working with the Arts Center to bring back Plain Aire Festival. They have added Oktoberfest during the Haunting of Coupeville.

Langley: Langley will be focused on making existing festivals and events stronger and larger and to be over multiple days to increase overnight stays. Langley Visitor Center has experienced 25% increase in visitors over last year. This year would like to add a Harvest Festival during Whidbey Island Grown Week. Hopefully turn it into a 4 day event and utilize the Fair Grounds. The Tall Ships will visit in September we will also include a next day seminar in boat building at the fair grounds. We plan to do similar things around whale watching in the Spring etc. The Clipper program has been very successful in bringing people back. The publication provided to the Clipper visitors also offer promotions that can be tracked by the use of a promo code with merchants and lodgings. Overflow publications are given to the lodgings to use in their facilities.

Due to meeting time constraints Clinton, Freeland and Oak Harbor reports will be at February meeting.

Adjournment

Meeting was adjourned at 1:10 PM by Vice Chairman Chet Ross.

Our next regular meeting is February 7, 2019, Oak Harbor Chamber. No lunch will be provided.

Meeting recorded by Joanne Lechner, Secretary.