

Minutes

Island County 2% Committee

Date: May 2, 2019

Location: Clinton Community Center

The meeting was called to order at 11:03 am by Vice Chairman Chet Ross

Quorum:

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

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; Sami Postma, Goosefoot.

GUESTS: Jim Swan & Sue Niels with Clinton Community Hall, Bruce Allen Langley City Council

Adoption of the Agenda: Lynda Eccles motioned and Bruce Allen seconded the motion to approve the agenda.

Minutes from April 4 meeting were presented. Erica Wasinger motioned and Lynda Eccles seconded the minutes be approved as presented.

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

Island County Joint Tourism					Invoices on May 2, 2019
		Date	Invoice#	Amt.	
5000016	Anchorage Inn	4-22-19	42219ICT	\$525.03	Lodging for Writers and VIPs Discounted
500676	Camano Island Chamber of Commerce	4-24-19	442019	\$1,000.00	Advertising Northwest GlassQuest
	Captain Whidbey Inn	3-21-19	823924	\$432.10	Sweepstakes Package 4 -2 Nights with Dinner Discounted
5007381	ComputerPIX	4-26-19	19-7	\$4,260.28	Digital Marketing, Website
5007381	ComputerPIX	4-26-19	19-8	\$268.75	Platforms, Expenses, Digital
500783	Laura Hilton	4-20-19	419	\$500.00	Special Projects, Research
500783	Laura Hilton	4-20-19	419A	\$43.50	Expenses
5008568	Osborne Northwest Public Relations	4-15-19	2125	\$2,829.51	Media Relations Consulting Fees and Expenses
5007914	Quintessa	4-23-19	300	\$442.80	Discounted Lodging for Natacha Paris (via Visit Seattle)
5004220	Rosenkranz Productions	4-25-19	2985	\$1,500.00	Design, Layout, Production Services
5003696	Scenic WA	4-8-19	19-077	\$5,500.00	Advertising in Travel Guides and Online with Digital Newsletter
5003032	Seattle Pacific University	4-24-19	1621	\$127.31	Lodging for UK Travel Writer
5005663	Sherrye Wyatt PR & Writing	4-15-19	41519	\$7,500.00	Public Relations/Marketing Services
5005663	Sherrye Wyatt PR & Writing	4-28-19	42619	\$1,507.22	Mileage and Expenses
5003235	Sound Business	4-1-19	204425	\$132.73	Photocopies, Supplies
5003241	Sound Publishing	4-26-19	2	\$1,004.50	Two pages in the Islander
	Total			\$27,573 .73	

Erica Wasinger motioned and Pat Powell seconded the motion to approve the treasurer's report and that the invoices in the amount \$27,573.73 are authorized and submitted to Island County for payment. Motion carried by majority.

Old Business

None

New Business

Management Report: Most of the items are on the agenda. Jill Johnson and Chet Ross met with some of the staff from Oak Harbor regarding their contributions. Discussions are ongoing.

Monthly PR media Report

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

LL BEAN art director and location scout toured Whidbey Island with Sherrye seeking locations for a 2020 catalog shoot. Island County was one of several WA locations they scouted including the San Juan Islands and Olympic Peninsula. The company is based in Freeport, MN and has never scouted Whidbey Island before.

Whidbey and Camano Islands Tourism will be included on a thumb drive that **WASHINGTON TOURISM ALLIANCE** will be presenting to tour operators and travel receptors at IPW in Anaheim, CA next month.

Upcoming advertising, both print and digital, include the **ISLANDER**, **SCENIC WA**, and **EXPERIENCEWA.COM**.

Reprint of the 2018 **JETS ON WHIDBEY** rack cards is in process to be available for visitors.

VOLKSWAGON is filming a car commercial on Whidbey Island in mid-May. They are working with the county who now has online permit application process for filming.

Sherrye is attending the **EDC** annual meeting on May 14 and is the guest speaker at the **COUPEVILLE CHAMBER** on May 21. She also has a **WSDMO** board meeting on May 21.

Legislation regarding **SHORT TERM RENTALS** passed House and Senate and is linked [here HB 1798](#).

THE HOUR AFTER WESTERLY short movie that was filmed on Whidbey Island in October 2018 is finished. The stars Peter Jacobson and Shannyn Sossamon will be at the premiere on May 8 at the Egyptian Theatre in Hollywood, CA. Sherrye is attending as film liaison and an executive board member of Washington Filmworks. Filmed in Whidbey Island, WA and Los Angeles, CA is listed on the poster.

Sherrye continues to work with both the **PORT OF SEATTLE** and **VISIT SEATTLE**. This month they sent UK journalist Chris Hornsby-Saayer. In June, we have been asked to host Tourisatacha Narolewski-Lejeune, Product Manager with **NORD ESPACES**, a Paris-based tour operator <https://www.nord-espaces.com/>. She is creating an

Iceland/Seattle program extending beyond Seattle, so the easily accessible Whidbey and Camano Islands are an ideal fit.

Getting to the Water's Edge is a beautiful guide that talks about public beach access. This committee assisted with the guide 13 years ago at \$5,000. They're working on updating and reprinting it, and have asked this group to contribute either \$5,000 or \$1,000. Dianne Binder moved to spend \$1,000 out of advertising to support the *Getting to the Water's Edge* publication. Pat Powell seconded. Motion approved.

JACK PENLAND

Email

The May email goes out the week of April 29th, so here is the data from the April email sent out on Friday, March 29. (Note, this is the same email you saw in the last report.)

<https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=70b28f46d4&e=047b2192b5>

- The email open rate was 18.4% down a bit from the March email (21.1%)
- The five most clicked-on links in the email were
 1. Win a Whidbey Getaway (2 nights at Captain Whidbey)
 2. The post about Paine Field (the main story)
 3. Blog post about four easy hikes
 4. Lodging specials
 5. Holland Happening

Photography

Recent Photos

- Kayaking
- Olympics/Admiralty Inlet
- Bluff Trail – Ebey's Reserve

Video

Supplied video of Glass Quest studios to Camano Chamber

Website

The new website went live in February, and the emphasis now is making the listings as complete as possible by adding more images, more information, and so on.

Per Google analytics, In the last 30 days 21,513 people visited the website, up 15.88% over a year ago.

Top pages by page views during that same time period:

- Home Page
- Holland Happening
- Things to Do

- Jets on Whidbey
- Calendar of Events

Analytics

Time on Site – Desktop vs. Mobile

It’s interesting to note that, even though there are more visits to the website using mobile devices, those using desktop computers are on the site a little longer.

Device	Time on site
Tablet	2:34
Desktop	2:25
Mobile	1:48

I don’t believe this is a design or content issue. Google has a concept that they call “micro-moments.” It’s the idea that travelers take idle moments in their day and use their phones to do brief research on places they are considering visiting and that they’ll do this dozens of times on many different websites. Tablets don’t fit into this micro-moment idea because, more-and-more, they’re used the same way as desktops.

OSBORNE NORTHWEST PUBLIC RELATIONS

Project Management

- Secured interest in Savor Spring Instagram contests in partnership with @StoryofmyDress (19.2k followers) and @SipNorthwest (3,784k followers)
- Drafted spring calendar alert outlining key events through Fall 2019; pitched media and garnered initial interest from several media outlets including:
 - Q13 Morning News; Reporter Ellen Tailor is interested in scheduling segments to promote the Whidbey Island Fair and the Whidbey Island Shakespeare Festival.
 - Showcase Magazine; coverage for Camano Island Studio Tour posted in report

Media Visits

- Amy Pennington, April 9-10 freelance writer for Seattle Times, Seattle Magazine
- Chris Hornsby-Sayer, April 18-20, on assignment with [i newspaper](#), a London based daily online publication to cover a Seattle and beyond feature slated to include Whidbey Island.

Pending Media Visits

- Hilarie Larson, IFWTWA Officer and contributor to Wine Folly, and other major wine and travel outlets, May 17-20, will tour the island for Savor Spring and partake in a hands-on class at Captain Whidbey Inn
- Lisa Dawn Drogin, May 18-19, Story of My Dress blogger interested in covering Savor Spring and seasonal travel on Whidbey; we will also receive 4-5 images from her visit for use in our marketing efforts.
- Sheryl Nance-Nash, June 9-12, freelance travel writer for US News & World Report, AFAR, Fodors, several others.

- Daniel Scheffler, July 12-15 - Daniel Scheffler is a 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.
- Jean Chen, USA Today GO Magazine, Sept. 2019

Press received (*destination articles and broadcast stories that include Whidbey or Camano as a result of our collective 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
Coastal Living - Online	The Best Places To Live on the Coast in 2019	3/15/2019 (not previously reported)	860,735
Editor's Choice	Deception Pass featured in a roundup of bridges in the world	April 4, 2019	2,406,240
@IamAmyPennington	Instagram post from Organic Farm School	April 9, 2019	1,747
@IamAmyPennington	Instagram post from Whidbey Flower Workshop Farewell Dinner	April 9, 2019	1,747
Curbed Seattle	20 Small Towns Near Seattle You Need to Visit Right Now	April 9, 2019	112,595
AAA Journey - Online	Explore Whidbey Island For an Escape That Feels So Far Away	April 12, 2019	5,607,990
Along Comes Mary Blog	10 Road Trip Destinations in the Pacific Northwest	April 15, 2019	11,387
Showcase Magazine	An Island Art Adventure	April 21, 2019	55,000
NW Travel	Penn Cove Mussel feature appears online	April 22, 2019	4,950
Total			9,062,391

SCOTT ROSENKRANZ

They have been exploring an expanded map brochure that shows off year-round attractions. The original idea is a 24-panel map that folds out quite a bit. Scott is worried we will be losing the success of the existing map, since it would be overwhelming and a more complicated fold for people to fuss with. He advocates reorganizing the existing brochure, removing events and highlighting year-round things to do. It would also give us more time to explore and design a larger spread if we choose to jump to that in the future. The group decided to redesign the smaller map for now.

Round Tables

EDC – Annual Meeting is coming up at Camp Casey on May 14. Sharon is working on the Opportunity Zone in Oak Harbor. They are working with the County on the development of the Economic Development part of the comprehensive plan. Sharon was

involved in the selection of the firm for that. There is a lot of emphasis on the gateway areas that are being studied.

Coupeville – The Water Festival is coming up soon. Town Council is rewriting the ordinance on vacation rentals. Island Transit is working on Sunday buses. The Land Trust just closed on a deal that is good for hikers, bikers, and horseback riders, getting 40 acres that connects with Libby's Road and add parking and attach into Kettles Trails. They are adding another 67 acres to the State Park for hiking trails. The Land Trust's website has now been updated with an interactive map for outdoor activities. May 25 is the Memorial Day parade with a B25 Bomber Flyover. The Community Green is moving along in improvements and changes. A million dollars was approved by the state for preservation to the Ebey's Reserve. Some of that money will go towards the wharf, the Haller House, and other places. Lynda was at the Washington State Ferry meeting last night. There is not going to be a second ferry on the Port Townsend/Coupeville Route this summer. The next meeting is May 23 at 6 PM in Mukilteo.

Langley – Langley is improving connections to art. There is an initiative to designate the Fairgrounds, the Community Center, and WICA as a creative district.

Goosefoot – The Whidbey Island Farm Stand Brochure is out now. If anyone would like copies for distribution, contact Sami Postma at sami@goosefoot.org. Street Dances start in five weeks.

Clinton – There are 9 new businesses that have opened in the last 3 months. Of those 9, 6 of them have bought their buildings. There are no more open spaces. Everything that was opened is filled, renovated, or being built. Sprinklz is moving to Kens Korner. The Red Apple has a new owner. Island County is also going to replace all the sidewalks and fix the drainage issues from the ferry dock to the park and ride.

Camp Casey – The pool is closed this summer due to maintenance issues. The National Championship of Orienteering will be at Camp Casey in 2020.

Adjournment

Meeting adjourned at 1:05 PM

Next regular meeting is June 6, 2019, China City, Freeland. Time: 11am-1pm.

Meeting recorded by Sami Postma and reviewed for submission by Robyn Myers,
Alternate Secretary