

Minutes

Island County 2% Committee

November 7, 2019

Economic Development Council for Island County Office, Coupeville

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

Quorum:

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

In addition to the above members also in attendance at this meeting were Sherrye Wyatt, Whidbey and Camano Islands Tourism Coordinator, Erin Osborne, Osborne Communications, Scott Rosenkranz, Rosenkranz Productions and Laura Hilton, Assistant to Committee.

GUESTS: Hailey Sanford, Executive Director, Oak Harbor Main Street Association, Vicki Chambers, Historic Coupeville Waterfront Association.

Adoption of the Agenda: Lynda Eccles motioned and Bruce Allen seconded the motion to approve the agenda. Sherrye Wyatt said Jack Penland was unable to attend today and should be removed from the agenda. Once adjusted the agenda was voted approved unanimously.

Minutes from September 5, 2019 meeting were presented. Deb Bell motioned and Lynda Eccles seconded the minutes be approved as presented. Motion passed unanimously.

Minutes from October 3, 2019 were presented. Lynda Eccles motioned and Joanne Lechner seconded the minutes be approved as presented. Motion passed unanimously.

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

Island County Joint Tourism					Invoices on Nov. 5, 2019
Vendor		Date	Invoice#	Amt.	
NEW	66Events LLC (aka Gayle Picken)	10-30-19	2019	\$193.73	Hosting Video Shoot Jamie Petito
5000204	Anchorage Inn	10-28-19	102819ICT	\$712.90	Overnight lodging – two overnight packages for gift certificates for Seattle Hotel Concierge Show
5006497	Canopy Tours NW	10-11-19	201	\$487.88	Zippering with GoPro for Visit Seattle South Korean Media
5007381	ComputerPIX LLC	11-01-19	19-20	\$4,173.43	Digital Marketing, Website
5007381	ComputerPIX LLC	11-01-19	19-21	\$564.06	Platforms, Web Expenses
5009090	Country Cottage of Langley, LLC	10-28-19	101	\$925.46	Overnight lodging for travel writers
5007383	Laura Hilton	10-28-19	1019	\$1,800.00	Communications Staff Support
5007383	Laura Hilton	10-28-19	1028	\$597.42	Expenses & Mileage
5008568	Osborne Northwest Public Relations	10-31-19	2177	\$2,800.00	Media Relations Consulting
5006723	Philips Publishing	10-11-19	431STA	\$900.00	Discover Stanwood-Camano Magazine
5009708	Port of Seattle	10-09-19	CM-3582	\$1,677.55	Spotlight Advertising - SeaTac
5004220	Rosenkranz Productions	10-31-19	3004	\$1,500.00	Design, Layout, Production Services
5004220	Rosenkranz Productions	10-31-19	3005	\$483.67	SeaTac Port of Seattle Spotlight
5004220	Rosenkranz Productions	10-31-19	3006	\$293.10	Retractable Banners
5004220	Rosenkranz Productions	10-31-19	3007	\$250.00	Airfare for IFWTWA
5005663	Sherrye Wyatt PR & Writing	10-15-19	101519	\$7,500.00	Public Relations/Marketing Services
5003235	Sound Business Center	10-01-19	204657	\$34.35	Photocopies, office supplies
5003235	Sound Business Center	11-1-19	204689	\$164.67	Photocopies, office supplies
	Washington Tourism Alliance	11-04-19	3197	\$75.00	Inclusion of Whidbey and Camano Islands in trade show thumb drive for World Travel Market
	Total			\$25, 133.22	

Jill Johnson motioned and Joanne Lechner seconded the motion to approve the treasurer's report and that the invoices in the amount of \$25,133.22 are authorized and submitted to Island County for payment. Motion carried by majority.

Old Business

None

New Business

Erin Osborne provided an update on her provision of public relations and the substantial positive growth of impressions as a contractor with Whidbey and Camano Island Tourism.

The 2020 budget was presented by Sherrye Wyatt. Deb Bell motioned and Inge Morascini seconded to approve with an increase in the special project line by \$25,000 and to approve the entire budget as presented of \$422,000. The motion approved unanimously to approve the \$422,000 budget for 2020.

Special guest Kristin Ackerman Bacon with Sip Northwest gave an update on the industry and offered ideas for marketing with a focus on beer, wine and spirits.

Monthly PR media Report

SHERRYE WYATT

Sherrye coordinated an itinerary with a **Visit Seattle** delegation of 4 prominent social media/video journalists from South Korea. They are visiting Seattle and spending November 9 on Camano Island. They will zip at **Kristoferson Farm**, throw axes at **Arrowhead Ranch**, taste beer at **Ale Spike Brewery** and have a specially-catered dinner by **Cristy's Lumpia at Ale Spike**.

Sherrye organized participation in the **MOViN 92.5 FM** in partnership with the **Seattle International Auto Show** to give away Road Trips during live broadcasts on Thursday November 14th from 2pm-4pm. Perfect for road trip destinations, one-tank-getaways and "Drive off the Mainland."

Whidbey & Camano Islands Tourism provided:

- 1x Overnight accommodations - Additional tie-ins with restaurants, and experiences

Whidbey & Camano Islands Tourism received:

- Inclusion in 20x recorded on-air promotional announcements which includes tagline for Whidbey & Camano Tourism and details for participating partners; airs 11/4-11/14* (*Promotional announcements are simulcast online through movin925.com and MOViN App) - Visitors Bureau and participating partners logos, info and weblinks included on events page on movin925.com
- Inclusion in social media post from Seattle Auto Show

Promotional Value: \$4,250 -- Timing: 11/4-11/14/19

Sherrye put together the final quarter sweepstakes package and Jack posted it online. This is for an adventurous low season/Spring 2020 getaway on **Camano Island** which includes axe throwing at **Arrowhead Ranch**, beer tasting at **Ale Spike Brewery**, zipping at **Kristoferson Farm** and a two night stay in a cabin at **Cama Beach State Park**.

Sherrye worked with writers **Melody Todd** (Nov. 2-3) and **Adam Sawyer** (Nov. 9-10) to help coordinate hosting, gift cards and special experiences during these writers' visits. Sherrye helped coordinate wine/cider for **NABC** to promote Whidbey Island as a wine destination at and promote agri-tourism during the annual **Focus on Farming** show event at **Evergreen State Fairgrounds** in Monroe on Nov. 6.

LAURA HILTON

Laura represented Whidbey and Camano Islands at the **Port of Seattle** international buyer's event and attended the **Seattle Hotel Concierge Show** and the **Port of Seattle Cruise Connections** summit on Nov. 6. She is currently following up with leads from the shows.

OSBORNE NORTHWEST PUBLIC RELATIONS

Project Management

- Coordinated visits for upcoming media attending Autumn on Whidbey; collaborated on itineraries that supplement shoulder season activities with the wine and art event.
- Researched and developed a "fresh sheet" for use in media pitching and at IFWTWA trade show next month.
- Researched and developed a calendar alert for use in media pitching in datebooks and travel planner roundups.

Media Visits

- Patricia Stone, The Global Adventuress, October 18
- Coming up; Adam Callaghan, Sagacity's Washington State Tour Guide; contributor to Sip Northwest, Nov. 9-10
- Coming up; Chloe and Andrew Marchant, Puget Sound based travel and entertainment blog reaching 70k readers each month.
- Coming up; Adam Sawyer, Northwest Travel, Sip Northwest; visiting to research arts and culture on the islands, Nov. 9-10.

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
Bellingham Alive - Print* https://northsoundlife.com/lifestyle/weekend-wine-escapes/	Weekend Wine Escapes: Whidbey Island	September 2019	32,526
North Sound Life- Online*	Weekend Wine Escapes: Whidbey Island	September 30, 2019	4,380
KIRO Seattle Kitchen - Radio*	Whidbey Island Grown Week	September 30, 2019	TBD
KING 5's Evening	Mesmerizing art takes shape at Marbley in Coupeville	October 2, 2019	3,160,175
Marcie in Mommyland - Instagram	Post: Fort Casey Inn	October 2, 2019	10,100
Seattle Magazine - Online	Advertorial: Tale of Two Islands	October 3, 2019	101,718
Food Wine Travel Magazine - Online	Getaway and Explore Whidbey Island's Wine & Spirits Trail	October 3, 2019	4,800
Marcie in Mommyland - Instagram	Post: Fort Casey	October 3, 2019	10,100
Marcie in Mommyland - Pinterest	Post: Top 8 Things to do in Whidbey Island WA with Kids	October 7, 2019	414,800
Marcie in Mommyland - Pinterest	Whidbey Island Near Seattle, WA	October 7, 2019	414,800
Marcie in Mommyland - YouTube	Video: Top 8 Things to do in Whidbey	October 7, 2019	129

	Island WA with Kids		
<u>Marcie in Mommyland - Instagram</u>	Post: Top 8 Things to do in Whidbey Island WA with Kids	October 7, 2019	10,100
<u>Marcie in Mommyland - Facebook</u>	Top 8 Things to do in Whidbey Island WA with Kids	October 7, 2019	2,208
<u>Marcie in Mommyland - Instagram</u>	Video: Top 8 Things to do in Whidbey Island WA with Kids	October 7, 2019	10,100
<u>Marcie in Mommyland - Online</u>	Top 8 Things to do in Whidbey Island WA with Kids	October 8, 2019	3,870
<u>Eater Seattle - Online</u>	10 Restaurants Worth a Drive from Seattle	October 10, 2019	105,270
<u>Only in Your State - Online</u>	The Haunting Of Coupeville Just Might Be The Spookiest Thing To Do In Washington This Month	October 13, 2019	5,564,981
<u>Marcie in Mommyland - Facebook</u>	Video: Top 8 Things to do in Whidbey Island WA with Kids	October 13, 2019	2,208
<u>Curbed Seattle - Online</u>	Relive 'The Ring' in these spooky Seattle-area	October 14, 2019	188,000

	locations		
<i>Seattle Magazine - E-Newsletter</i>	Editor's Note: On The Road	October 15, 2019	101,718
<i>Travel Awaits - Online</i>	The Best Things To See And Do On Washington's Whidbey Island	October 17, 2019	38,130
<i>Global Adventuress - Online</i>	12 Things To Do on Whidbey Island	October 22, 2019	10,020
<i>Seattle Magazine - Online</i>	Find Great Puget Sound Beaches and Outdoor Recreation on Camano Island	October 22, 2019	101,718
<i>Seattle Magazine - Online</i>	Whidbey Island's Langley Is the Perfect Out-of-town Dining Destination	October 22, 2019	101,718
<i>Meeting News NW - Print</i>	Book of Lists	October 2019	TBD
<i>Mature Travel - Online</i>	Discover Whidbey Island: Washington's Island Escape	October 2019	800,000
TOTAL			11,156,663

JACK PENLAND

Photographs

- Deception Pass Bridge Painting
- Bush Point Sunset
- Moon over Driftwood (Driftwood Park)

- Freeland Sunset for Social Media
- Scarecrows in Coupeville and Langley

Video

- Whales – “Say Wow”

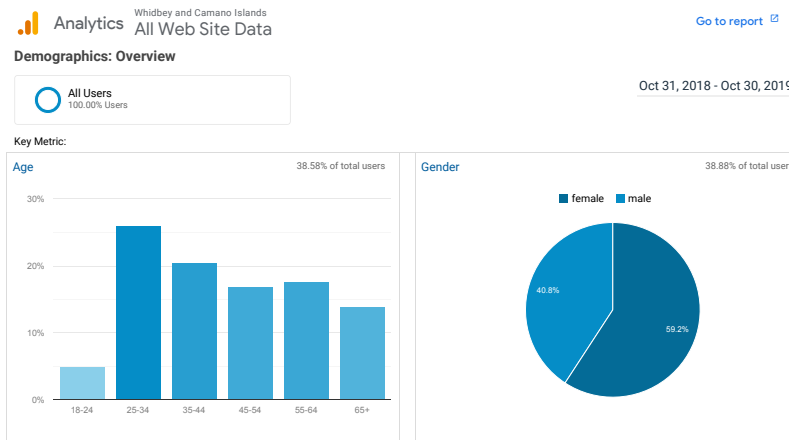
Email

- October Newsletter
 - [https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=f882863c3d&e=\[UNIQID\]](https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=f882863c3d&e=[UNIQID])
 - Open rate: 17.2%
 - Click Rate 2.2%
 - Top Links
 - New Map – 295
 - Lodging Specials – 144
 - Haunting of Coupeville – 67
 - Arcade Fun – 59
 - Harvest Festival – 58
 - Art Schools 58
 - Haunted Ft. Casey 53
- November Newsletter
 - <https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=90fed4ad5&e=047b2192b5>
 - This newsletter was sent out November 1, so I don't yet have data on it.

Data

Our Audience – Basic Demographics

Every now and then it's good to remind ourselves what our audience looks like. First, the audience is a bit old. We're not really on the radar of people under 25. However, just as soon as they're a bit older, they're *very* interested in the website. I'm speculating that they've slowed down a bit, maybe gotten married, possibly have a child. They're seeing themselves as young but looking for an authentic experience. Second, our audience leans strongly female.



One question I wondered about was, does the age change between the high tourism season and the off season? I thought, since people with school-age children are locked into the high-traffic months, does that mean they only use our site right before those high-traffic months? I thought this might be important for our messaging.

The answer appears to be, “no.” The age breakdown of our site is much the same throughout the year. For example, this table compares July 2019 with January 2019.

You see that all the age ranges are within 2% of each other.

	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65+
January 2019	4.03%	24.74%	19.73%	16.74%	19.8%	14.96%
July 2019	4.83%	26.85%	21.58%	16.10%	19.96%	13.69%

Adjournment

Meeting adjourned at 1:01 PM

Next regular meeting is December 5, 2019, Camp Casey, Mess Hall A from 11am-1pm.

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