

Minutes
Island County 2% Committee

August 6, 2020

Zoom, due to COVID-19

The meeting was called to order at 11:48am by Robyn.

Quorum: x=members present

Tim Callison	Com. Jill Johnson	Pat Powell x
Debra Bell	Gregg Lanza x	Mitch Richards
Dianne Binder x	Joanne Lechner x	Tom Felvey x
Janae Cameron x	Jessica McCready x	Chet Ross
Vicki Graham x	Inge Morascini x	Sharon Sappington, EDC x
Lynda Eccles x	Robyn Myers x	Erica Wasinger

In addition to the above members also in attendance this meeting were: Sherrye Wyatt, Whidbey Camano Islands Tourism Coordinator, Jack Penland, Computer PIX LLC, Laura Hilton, Is Co. Tourism Contractor, Erin Osborne, Osborne Northwest PR.

Guests: Neil Buchsbaum, Cascade Public Media (KCTS). Neil presented prior to the meeting being called to order to share opportunities for advertising with the committee.

Adoption of the Agenda: No changes were made to the agenda. Joanne Lechner motioned, and Tom Felvey seconded to approve the agenda as presented. Motion approved unanimously via voice and visual hand raising.

Minutes from the June 4, 2020 meeting were presented via email. Joanne Lechner motioned, and Inge Morani seconded to approve the minutes from June 2020, as presented. Motion approved unanimously via voice and visual hand raising.

Treasurer’s report was presented by Dianne Binder. Invoices were paid at the Management Committee on July 27, 2020.

Old Business

1. None

New Business

1. Air DNA was presented by Jack regarding the large volume of rentals now occupying Island County, via Air BnB and VRBO.
2. Sherrye and Erin talked through the media reports, provided written in the minutes.

3. Chamber Roundtables: all communities reported.

Monthly PR media Report

SHERRYE WYATT PUBLIC RELATIONS & WRITING

The **Washington Hospitality Association** offers a lot of COVID-19 resources on its website. They are organizing virtual town hall meetings around the state. On August 6 at 10 a.m. there is one for our region, which you may wish to attend the first hour of (or a recording should be sent to those who register). It is right before our tourism committee meeting at 11 a.m. Share the below information with those particularly in the **lodging and restaurant industries** who may wish to hear what the state association is up to and speak with state legislators. Here is the registration link:

https://us02web.zoom.us/webinar/register/4715953520783/WN_hN5PEfI9QLaApcwYtdva7w

Here is the invitation:

Join us Thursday, August 6th, at 10 a.m. as we host a virtual town hall, bringing together hospitality members and local lawmakers to speak to the issues impacting our state and industry. Association CEO Anthony Anton will provide an update on the state of the industry and we'll be keeping you up-to-date with the latest changes from state government as well as providing opportunity to let your questions be heard by your local elected officials.

Matt Brost
Washington Hospitality Association
360.956.7279
510 Plum Street SE
Olympia, WA 98501-158
<https://hub.wahospitality.org/coronavirus-resource/>

Seattle Chamber of Commerce has a tourism experts panel to discuss the road to recovery in the Seattle/King County area which may be of interest to you. You may register and attend as a non-member of their Chamber. Share with anyone who may be interested in learning the impacts and predictions. Webinar is on August 5 at 11 a.m. and you must preregister: <https://www.seattlechamber.com/home/events/events-detail/2020/08/05/default-calendar/executive-speaker-series-august-2020>

The **Island County Board of Commissioners** is seeking two applicants to serve as at-large members of the **Lodging Tax Advisory Committee (LTAC)**.
<https://www.islandcountywa.gov/Commissioners/Documents/Press%20Release%20-%20LTAC.pdf>

The Board of County Commissioners appoints members to the LTAC to three-year terms and renewed by mutual agreement. The Committee consists of seven members: three members representing the businesses required to collect the tax; three members involved in authorized activities receiving revenues and a member of the Board of County

Commissioners who will serve as Chair. The Committee meets twice annually, usually in the fall, for the purpose of reviewing requests and making recommendations to the Board of County Commissioners on distribution of monies generated by the Lodging Excise Tax. Interested individuals should provide a letter of interest and resume by mail or email: Island County Board of Commissioners Attn.: Lodging Tax Advisory Committee Vacancy PO Box 5000 Coupeville, WA 98239 Email applications to: j.roll@islandcountywa.gov

Washington Tourism Alliance (WTA) continues to market “buy now, play later” concept of purchasing gift cards through its website <https://showwalove.com/>



It is also in the preliminary stages of rolling out a new website with COVID-19 safe travel message - for sneak peek go to <https://adventures.experiencewa.com/>

WTA and Port of Seattle are developing a campaign to bring visitors back to Washington state eventually <https://www.seattletimes.com/business/port-of-seattle-seeks-to-bring-more-tourists-to-state-as-coronavirus-case-counts-climb/>

Sherrye participates weekly in **Miles Media** <https://www.milespartnership.com/>, **Destination Analysts** <https://www.destinationanalysts.com/>, **U.S. Travel** webinars, **Island County Economic Development Recovery** task force, **Washington State PR Council**, **Washington State Destination Marketing Organization (WSDMO)** and our own creative team. This week she also participated in the **Washington Public Ports Association** call on July 28, 2020 about the future of airports.

COMPUTERPIX

This month Jack Penland prepared a special report on **Air DNA** as part of a one-month free trial subscription. We’ve negotiated a good price for county tourism if we choose to budget for this information in the future. The approximate cost for the premier raw data platform, which Jack would need to recap for easy consumption, is \$250 per month for a 12 month contract.

OSBORNE NORTHWEST PUBLIC RELATIONS

Project Management

The PR team focused this month on monitoring and updating content according to guidelines for reopening, researching safe travel trends and topics and developing itineraries for media researching distanced travel. We then pitch and coordinate with key media outlets accordingly. Coverage has appeared or is pending in key drive market media outlets like *Spokesman Review*, *Seattle P-I* and *Showcase Magazine* (south sound lifestyle magazine), as well as national media brands like *Foodista*, *Mental Floss*, *Travel + Leisure*, and *Martha Stewart Living*. Highlights include:

- Developed and coordinated itineraries for media highlighting lodging, dining, recreation and activities according to business openings, programs and protocols.

- Developed, edited and evolved current story angles according to media trends and county guidelines; pitched media targets accordingly resulting in the following updates:
 - *Martha Stewart Living* – pitched Blue Fox Drive-in for a roundup of drive in theaters that stay open in the winter; Blue Fox is slated to be included in the story appearing in the November/December print edition.
 - *USA Today Syndicate* – confirmed story plans for 2021 story “Island Hopping” travel piece highlighting Washington’s islands (Whidbey, Camano, San Juans) on where to stay/what to do. Writer Jean Chen Smith will visit in May/June 2021 for story to run late summer/early Fall. This piece will run on USA Today with potential syndication to 1,000 daily newspapers around the country.
 - *Seattle Times* – discussed potential story with travel writer Carol Pucci; depending on community sentiment and county guidelines she is interested in covering a fall getaway focused on safe and distanced activities for Puget Sound area residents. (similar to [this piece](#) on Kitsap County).

Media Visits

- **Michael and Elizabeth Fagin, *Foodista*; July 15-17** – Foodista is a national digital brand focused on recipes and culinary travel. Coverage is pending based on their recent visit.
- **Robin Lucas + Guest; *Showcase Magazine*, July 22-24** - Showcase is a South Sound lifestyle media brand with online and print presence. It's highly targeted to the Tacoma/Pierce County region, mailed to subscribers and also circulated among households throughout Pierce County, which is an ideal drive market for us. The story will be featured in their popular [Escapes column](#) coming up in August.

Upcoming Media Visits/Pending Press

- ***Seattleite*, September 5-7** - corresponding with writer [Aakanksha Agarwal](#) to research and cover a weekend getaway story for the publication.

Press Highlights include 16 pieces of coverage with an estimated 37.8 million impressions. To view the coverage in full [go here](#) or reference the pdf document that accompanies this report.

Adjournment

Meeting adjourned at 1:10pm

Next regular meeting is September 3, 2020, location TBD, from 11am-1pm.

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