

Minutes

Island County 2% Committee

March 5, 2020

China City, Freeland

The meeting was called to order at 11:10am by Chairman Jill Johnson.

Quorum: x=members present

Bruce Allen X	Com. Jill Johnson X	Pat Powell
Debra Bell X	Gregg Lanza X	Mitch Richards X
Dianne Binder X	Joanne Lechner X	Frank Rose
Stephane Cook	Jessica McCready	Chet Ross X
Miranda Hoppock	Inge Morascini X	Sharon Sappington, EDC
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, Scott Rosenkranz, Rosenkranz Productions.

GUESTS: Donna DeBornis, Eagle Pond Ranch, Cynthia Warner, Meerkerk Gardens, David Broberg, Blue Goose Inn, Patricia Freedman, Whidbey Telecom

Adoption of the Agenda: Inge motioned and Greg seconded the motion to approve the agenda.

Minutes from August meeting were presented. Greg motioned and Joanne seconded the minutes be approved as presented.

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

	Island County Joint Tourism				Invoices on March 6, 2020
Vendor		Date	Invoice#	Amt.	
5000041	AAA Washington	2/28/20	24988	\$2,995.00	Digital and Display Advertising
5006723 (?)	Black Ball Transport c/o Philips Publishing	2/28/20	1145	\$3,780.00	½ Page Ad in M/V Coho Magazine on Black Ball Ferry Port Angeles-Victoria BC
5007381	ComputerPIX LLC	2/29/20	20-3	\$4,164.04	Digital Marketing, Website
5007381	ComputerPIX LLC	2/29/20	20-4	\$703.66	Platforms, Web Expenses
5007383	Laura Hilton	2/25/20	220	\$1,000.00	Staff Support
5007383	Laura Hilton	2/25/20	225	\$170.76	Expenses & Mileage
5008568	Osborne Northwest Public Relations	2/27/20	2204	\$3,134.71	Monthly Contract Media Relations and Expenses
50045745	Northwest Agriculture Business Center	3/01/20	3120-NABC	\$1,000.00	Whidbey Island Grown –online advertising, agri-culinary
5007066	Roaming Radish	2/11/20	4	\$217.40	Food Event for Media, SIP Northwest , Erin Osborne and Corrine Whiting
5004220	Rosenkranz Productions	2/28/20	3027	\$1,000.00	Research & Development
5004220	Rosenkranz Productions	2/28/20	3029	\$1,800.00	Monthly Contract
5004220	Rosenkranz Productions	2/28/20	3030	\$239.00	Supplies, Signs
5005663	Sherrye Wyatt PR & Writing	2/15/20	21520	\$7,500.00	Monthly Contract for Public Relations/Marketing Services
5005663	Sherrye Wyatt PR & Writing	3/02/20	30220E	\$2,272.04	Mileage and Expenses
5003235	Sound Business Center	12/02/19	204742	\$26.85	Photocopies, Supplies
5003235	Sound Business Center	2/03/20	204824	\$205.61	Photocopies, Supplies
	Tiger Oak Media	12/16/20	2019-226055	\$2,850.00	½ Page Ad Seattle Magazine
NEW	Welcome Magazine	2/27/20	1620	\$3,840.00	½ Page Ad Two Issues at Paine Field
5005897	Whidbey Island Arts Council	3/02/20	1	\$1,000.00	Digital Marketing and Print Ad for Whidbey Arts Marketing Alliance
5004563	WSDMO	2/06/20	2020	\$1,100.00	Annual Membership Dues
	Total			\$38,999.07	

Debra motioned and Lynda seconded the motion to approve the treasurer's report and that the invoices in the amount \$38,999.07 are authorized and submitted to Island County for payment. Motion carried by majority.

Old Business

1. The following slate of officers was proposed.

Jill Johnson Chair

Chet Ross, Vice Chair

Robyn Myers, Secretary

Joanne Lechner, Alternate Secretary

Dianne Binder, Treasurer

Lynda motioned and Inge seconded to approve and accept the proposition. Motion passed unanimously.

2. Workshop follow up:

- a) Joanne will work with Sherrye on job duty expectations for distribution to the membership. Commentary was given regarding the importance of committee member expectations, not simply the executive board.
- b) Jack has created a link for the minutes to live on the Whidbey Camano websites. However Jill thinks it may be better for it to live on the Island County website directly under the committee link information. She will look into having the Island County website host a location for meeting agenda, minutes, and job expectations.
- c) Meeting location was discussed and the consensus was to keep rotating locations until further notice. Various issues were discussed: travel time, wifi, call-in and video-in capability, lunch and agenda content.
- d) A request was made for proactive communication around future advertising buys and scheduled social media posts. This will aid in co-op buys and the sharing of social media.

New Business

1. Management committee report, no new business.

Monthly PR media Report

SHERRYE WYATT PUBLIC RELATIONS & WRITING

Sherrye attended the **VISIT SEATTLE ANNUAL MEETING** at Benaroya Hall. Tom Norwalk, CEO of Visit Seattle gave a shout out to Whidbey & Camano Islands for being a good tourism partner with the city. Concern about the Coronavirus and its impact on travel, tours and conference cancellations is being closely monitored by everyone involved in the hospitality industry throughout the USA.

Sherrye is working closely with the **PORT OF SEATTLE** on a FAM trip on Whidbey Island on April 23 with travel operators from the UK.

Laura is working with **WASHINGTON FILMWORKS (WSF)** on location scouting for a monster truck film shot, with a private location on Camano Island under consideration. Sherrye has a WSF Board of Directors meeting in March.

The **WASHINGTON TOURISM ALLIANCE (WTA)** has awarded a contract for an annual statewide tourism economic impact study and report to **Tourism Economics**. They will present their findings at the **2020 Tourism Economic Outlook Meeting** in Wenatchee on April 3. Everyone is welcome to attend and may register here: <http://events.r20.constantcontact.com/register/event?llr=xfyssnfab&oeidk=a07egwjceije2ec0e38>

Also, WTA's marketing committee is moving forward to enter a partnership program with **SeeSource** for marketing research. DMO's wishing to participate at a discounted rate will have an opportunity to learn more. As you recall, Whidbey and Camano Islands also has a contract to receive data from Dean Runyon, which will be an added compliment to the sources being offered through our membership with WTA.

New advertising contracts were signed with **M/V Coho** which is the annual publication distributed on sailings on **Black Ball** between Port Angeles and Victoria, BC; **Welcome**, which is the bi-annual publication distributed at Paine Field; the **2020 Visit Seattle Travel Planners guide** which is translated into several languages and distributed to travel planners around the world; and **Certified Folder** to include distribution of our map on **Black Ball**. Also looking at a contract with **Philips Publishing** to be in the **Victoria Clipper** onboard magazine and have our map distributed in terminals and onboard, and a contract with T4 Media for wall space at the new **Mukilteo Ferry Terminal**.

Sherrye met with **LANGLEY** and **COUPEVILLE** chamber directors to discuss advertising and marketing. She also attended the Coupeville Annual Awards Banquet.

Sherrye was invited by **WTA** to participate in the international travel trade show **IPW**. In addition to sending a thumbdrive with WTA, Whidbey & Camano Islands will participate in in partnership with the **NATIONAL SCENIC BYWAYS FOUNDATION**.

Sherrye is starting the process of updating the **WHIDBEY SCENIC ISLE WAY** action plan, as was committed to by June 2020. She is seeking a few key volunteers to help drive the project.

Intent: Fully leverage the opportunities associated with the designation of SR 525/SR 20 as a Scenic Isle Way.

Mobility Strategy: Promote strong local economies.

Need: The Whidbey Scenic Isle Way Plan (2005) included recommendations to enhance economic opportunities associated with a federal scenic byway designation. The Cascade

Loop Scenic Highway Corridor Management Plan (2014) updated conditions for all nine scenic byway segments, including Whidbey, and recommended identification of strategic actions for each segment. A review and update of the Whidbey Scenic Isle Way Plan is needed to align priority pursuits with other regional objectives and identify partnership opportunities.

Description: Review the Whidbey Scenic Isle Way implementation plan developed for the 2014 Cascade Loop Corridor Management Plan and the 2005 Whidbey Scenic Isle Way Plan for input to an updated scenic isle way plan. Consider current thinking about electric vehicle infrastructure, regional trails, US Bike Route designation and bicycle tourism, tourism and transit connections, etc. Efforts may include collaboration with adjacent regions to leverage inter-regional opportunities and maximize system continuity, in addition to broad engagement with regional stakeholders.

OSBORNE NORTHWEST PUBLIC RELATIONS

- Attended taping of the Tom Douglas KIRO Radio Show, Seattle Kitchen that aired Feb. 1-2, mentions of Whidbey and Camano Islands Tourism sponsorship in each show this month and social media mentions throughout the month.
- Managed follow up for International Media Marketplace in New York; confirmed interest in moving stories forward or for upcoming visits including:
 - Shannon McMahon; editor at SmarterTravel, a TripAdvisor Company (200 unique views/month) is planning a Seattle/Washington visit which will include Whidbey Island, for content throughout the year in April 2020.
 - Kristen Pope; Wyoming-based nature and outdoors writer for National Geographic, Audubon, Fodor's others; interested in a late spring or fall visit.
 - TravelingMom.com; Vancouver BC based family travel blog (1 million unique views/month) interested in a late spring or early fall visit TBD
 - Debra Kamin; contributor to New York Times (travel section); is potentially interested in a fall visit; highlighting new access via Paine Field.

Press in Progress

- KING 5 Evening; scheduling a possible shoot for early March to feature two separate stories; one of Food, Fire & Iron and a second on the Oak Harbor Murals.
- Food & Wine, confirmed story in June 2020 print issue; with digital copy as well.

Media Visits

- Hosted a February 11 media tour to experience Food, Fire & Iron, as well as tasting at Cadee Distillery for three media guests including:
 - Kristin Ackerman, Publisher of Sip Northwest
 - Erin James, Editor of Sip Northwest
 - Corinne Whiting, freelance writer who contributes to USA Today's 10Best.com; 1889 The Washington Magazine and The Seattle Times.
 - Upcoming:
 - Sara Franklin, Travel + Leisure, May 6-9, 2020, researching a story for the Sept. 2020 issue o 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 22 pieces of coverage with an estimated 65.6 million impressions. To view the coverage book report in full for the month, go here: <https://share.coveragebook.com/b/b065fb7f9bc58fde>

COMPUTERPIX

New and Noteworthy

- The remodeled website is now one year old. It went live on 2/13/19.
- New pages have been added for each of the communities. It's just a start. Suggestions are welcome.
- Revised Meerkerk Gardens page
- Revised Admiralty Head Lighthouse page
- Created a page specifically about food, linking to other parts of the site that are food related. - <https://whidbeycamanoislands.com/food/>

February Figures Thru 2/27

Website

Audience Year to Year Comparison

	Users	New Users	Sessions	Duration
2019	23,474 (+55%)	22,103 (+60%)	29,298 (+64%)	2:01 (-6%)
2018	15,156	13,808	17,842	2:08

Top Pages

Instead of just listing the 5 top pages which don't change all that much from month to month, I thought it might be more helpful, if I highlight anything special in the data.

- The #3 page for February was for Langley Mystery Weekend, with 3186 page views.
- The number of people visiting the food and wine activities page was 838, up 370% from a year ago.
- There were also 778 visitors for Glass Quest and 710 for Musselifest.

Book Direct

January Figures

Searches 508

Referrals 468

Duration 3.5 minutes (Desktop 5.4 min/Mobile 2.3 min)

Selected Queries

The number of queries for Whidbey Island was essentially flat between February and January. The growth in queries was in events, most notably Langley Mystery Weekend.

	Rank	Percent of Search Traffic	Clicks	Impressions	Click Thru Rate	Avg. Position in Google Search
Overall (2020)			6,601 (+22%)	314,800 (42%)	2.1% (-14%)	22 (-21%)
Overall (2019)			5,404	221,327	2.44	19
whidbey Island (2020)	1	25%	1,255 (-19.01%)	28,773 (-9%)	4.36 (-20%)	2.6
whidbey Island (2019)		33%	1422	31,687	5.47	2.2
langley mystery weekend 2020	2	4.4%	293	543	54%	1.1
langley murder mystery 2020	3	4.4%	289	452	63%	1.0
langley mystery weekend	4	2.4%	160	418	38.28	1.7
practical magic house	7	1.4%	92	1063	8.65%	4.8
mystery weekend langley	10	1.1%	72	232	31%	1.9

The first two lines compare against 2019. The lines having to do with Langley Mystery Weekend are all from 2020 and represent the different ways people searched for the event.

Email

February 2020 Newsletter – sent 2/3/20

[https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=3ad97d3840&e=\[UNIQID\]](https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=3ad97d3840&e=[UNIQID])

Open Rate: 18.8% Click Rate 4.2%

Top Links:

Contest	762
Camano Video	277
Glass Quest	182
Lodging Specials	160
Chocolate Walk	130

March 2020 Newsletter – sent 2/24/20

[https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=0fd342a0d7&e=\[UNIQID\]](https://us12.campaign-archive.com/?u=11380ced8373e34392577e79b&id=0fd342a0d7&e=[UNIQID])

Open Rate: 20.3% Click Rate 6.7%

Top Links

Contest	1572
Whale Watching	480
Musselfest	108
Today-Capt. Whidbey	79
Book Lodging Now	69

Social Media

February Facebook Reach thru 2/27

Type	Total
Organic	50131
Paid	10336
Viral	31506

Top February Facebook Posts thru 2/27

Post	Impressions	Likes	Comments	Shares
Moon – DP Bridge	35.1K	1.2k	18	431
Deception Pass Bridge Historical	3.3k	121	3	43
Seattle Magazine	1.7k	76	0	32
Today Show	4k	43	1	15
Contemporary Home	1.8k	81	1	8

Adjournment

Meeting adjourned at 1:05PM.

Next regular meeting is April 2, 2020, location TBD, from 11am-1pm.

Meeting recorded by Robyn Myers, and reviewed for submission by Dianne Binder, Treasurer.