

Meeting Minutes
Whidbey and Camano Islands Tourism of Island County
January 5, 2023
Oak Harbor Chamber of Commerce

Quorum: x=members present

Mayor Scott Chaplin X Craig Cyr	Com. Melanie Bacon X	Jackie Henderson X
Alannah Johansen X	Gregg Lanza	OH Lodging- Vacant
Maggie Bailey X	Max Lindsay-Thorsen X	Tom Felvey X
Christina Swan X Katie Grindon	Jessica McCready X	Chet Ross X
Magi Aguilar X	Inge Morascini X	Sharon Sappington, EDC
Lynda Eccles X	Robyn Myers X	Jim Woessner

In addition to the above members, guests also in attendance were:

Sherrye Wyatt, Whidbey and Camano Islands Tourism PR & Marketing Manager
 Jack Penland Whidbey and Camano Islands digital projects
 Laura Hilton, Whidbey and Camano Islands special projects and Film Liaison
 Scott Rosenkranz, Whidbey and Camano Island Tourism design projects
 Dianne Binder, contract treasurer
 Pam Schell, Langley Lodging Tax Advisory Committee
 David Price, Langley Lodging Tax Advisory Committee
 Donna Debonis, Oak Harbor Business Owner
 Marie Shimada, Reserve Manager, Ebey’s Landing National Historical Reserve
 Lael Williams, Vice President Camano Island Arts Association
 Amy Bush, President Camano Island Arts Association
 Vicki Graham, Transformational Travel Council Committee
 Krista Loercher, Whidbey Island Kayaking & Transformational Travel Council Committee.

Meeting called to order at 11:04 am by Vice Chair, Chet Ross.

1. **Public Comment (3 minutes limit)**- Amy Bush introduced the new Vice President, Lael Williams to the group. She also shared that they will now be located in the Freedom Building. No other comment was given.
2. **Adoption of Agenda** – Maggie B. motioned, and Jessica M. seconded to accept the agenda. Approved with no objections.
3. **Approval of December 1, 2022 Minutes** -Lynda E. motioned, Inge M. seconded to approve the minutes.
4. **Treasurer’s Report and Invoice review** – Dianne presented the Treasurer’s Report. Mayor Scott asked if there was an opportunity to invest the surplus funds. Commissioner Bacon believes we should receive interest into the fund at times. Dianne B. was directed to speak with Tony Lamm in the Treasurer’s office to

follow up. There were no further questions or objections to the invoices or budget spending for the year.

5. Old Business:

a. Regenerative Places Program Update:

The creative team (Sherrye, Laura, Jack and Scott) created a presentation giving an overview of the work being done so far on the new Regenerative Places Program plan by the team and the volunteer Steering Committee. The 20+ Power Point slides with two videos was well received by the tourism committee and generated positive discussion about community-based and regenerative tourism concepts. Many members of the Steering Committee were present to assist in the discussion. Link to the information is available at www.whidbeycamanoislands.com/transformational-travel/

6. New Business:

a. Management Committee Report- everything discussed is on the agenda

b. Nominating Committee Formation – Chet shared the Management Committee was formed at the Management Committee to inspire new candidates for the Board elections in February. Tom Felvey also volunteered to be on this community. Scott Chaplin

c. PR Media Report:

Whidbey and Camano Islands Tourism has been invited by the State of Washington Tourism and Port of Seattle to participate in hosting two very large delegations in March 2023 representing international travel buyers, tour operators and media. Erin Osborne and Jack Penland both distributed end-of-year reports to the full committee prior to the meeting. Sometime in 2023, a more streamlined way of reporting tourism news will be launched (probably by March) which can easily and more efficiently shared with community stakeholders.

7. Chamber Round Table:

a. Jessica reported her time is spent getting ready for NW Glassquest. Alannah reported on their Winter Festival which was successful. They are also responding to some flooding. www.northwestglassquest.com Commissioner Melanie reported the County has created a form for citizens to fill out online, if they have encountered damage. She encourages everyone to be prepared for more king tides this month.

b. Magi reported they have been working on strategic social posting and engagements. Their new website is up and running. They are doing some new digital campaigns and target email blasts that come from out of state.

c. Coupeville Chamber of Commerce is doing strategic planning and analyzing events for 2023. February will bring the Chocolate Walk and she is actively working on the planning.

- d. Langley shared the successful awarding of the Island County combined chamber grant to assist with a guide integrated with the new Transformational Travel planning and Regenerative Places. Langley Cultural Outdoor Museum is in the works on the Cascade Bluff. They are working on the 525 kiosk refurbishment. Mayor Scott created a lodging tax advisory commission.
- e. Clinton Chamber is working on membership and a new board development, which is strategic planning.
- f. Freeland Chamber has plans to finalize 2023 plans during their next meeting in January.

8. Adjournment

Meeting adjourned at 12:43pm.

Next regular meeting is Thursday, February 2, 2023, Zoom.

Meeting minutes recorded by Robyn Myers and reviewed by Jessica McCready