

Meeting Minutes
Whidbey and Camano Islands Tourism of Island County
March 2, 2023
Zoom

Quorum: x=members present

Board of Directors			
Jackie Henderson – Chair	X	Com. Melanie Bacon	OH Lodging- Vacant
Inge Morascini – Vice Chair	X	Gregg Lanza	X Tom Felvey
Lynda Eccles – Secretary	X	Max Lindsay-Thorsen	X
Mayor Scott Chaplin – Treasurer	X	Magi Aguilar	
Craig Cyr			
Chet Ross	X	Jim Woessner	
Angela Muniz			
Robyn Myers	X	Sharon Sappington	
Jessica McCready		Alannah Johansen	
Maggie Bailey	X		
Contract Team			
Sherrye Wyatt , PR & Marketing Manager ICT	X	Jack Penland, Digital Projects	X Scott Rosenkranz , Design Projects X
Laura Hilton – Special Projects & Film Liaison		Diane Binder, Accounting. Svcs.	X

Guest: Erin Osborne of Osborne Northwest Public Relations.

Acknowledgements: Prior to the start of the meeting, Jackie Henderson thanked Robyn Myers for her work as Secretary. Special presentation made to Chet Ross of a plaque by Sherrye Wyatt on behalf of the board for his 20 years of service as Vice Chair and then Chair on the Tourism Committee

Meeting called to order at 11:02 am by Chair, Jackie Henderson.

- 1. Public Comment (3 minutes limit)-** No comment was given.
- 2. Adoption of Agenda –** Jessica M. motioned, and Lynda E. seconded to accept the agenda. Approved with no objections.
- 3. Approval of February 10th, 2023 Minutes -**Mayor Scott Chaplin motioned to approve the minutes and Inge Morascini seconded. Approved with no objections.
- 4. Treasurer's Report and Invoice review –** Dianne presented the Treasurer’s Report. Sherrye Wyatt shared that visitor numbers are down so far this year. Visit Seattle announced they have seen a 37% decrease in line where spending should be. There were no further questions or objections to the invoices or budget spending for the year.
- 5. Presentation by Erin Osborn of Osborn Northwest Public Relations (Presentation outline attached)**

6. Old Business: Tabled to our next meeting.

7. New Business:

- **Management Committee Report-** Public Records Requests. Jackie reported that we are working on a form for Public Records Requests and also looking at a Board training on this subject. Scott Chaplin said that we should have a clear policy that only the Chair speaks for Whidbey & Camano Tourism moving forward. Jackie added that there will be a designated person assigned for Public Records requests that come in.
- **Future Board Meetings** – Management team approved the purchase of an OWL and monitor for future board meeting in order to enable public access.

8. Sherrye Wyatt Public Relations & Writing (full report attached).

- **PR Media Report:**
Sherrye is working on the grant request to the Port of Seattle to request funding for a Datafy campaign and hosting of travel writers from out of the area.

Rosenkrantz Productions (full report included in Creative Team report attached)

- Working on re-branding with Sherrye plus a new marketing campaign that goes along with it.
- Laura is working on the regenerative guide with with Scott
- The Cultural Heritage Guide is on hold so that we can get the rebranding finished.

ComputerPIX Report (full report included in Creative Team report attached)

Executive Summary

- Working on the website and doing a major content refresh.
- Newsletter has been sent out and Jack encourages everyone to go the website and sign-up to receive it.
- A new trail has been posted, Hammons Family Reserve
- We are switching from Air DN&A to Key Data for better tracking. The State of Washington is helping cover the cost of this.

9. Chamber Round Table:

- Langley Chamber – Murder Mystery Weekend was a huge success and businesses were very pleased. A number of new businesses have opened in Langley in the past couple of months.
- Coupeville Chamber reported that Musselfest had great crowds and is as popular as ever. People from throughout the island and beyond seemed happy to be able to be outside and enjoy the activities. Children’s activities and the boat tour to the Mussel beds is always popular. All chowder tasting tickets were sold out before the actual event.
- Clinton -
- Freeland –
- Oak Harbor -

- Camano Island – Sherrye reported that Northwest Glass Quest was a success and included a new regenerative component: the Kind Quester.

10. Adjournment

Meeting adjourned at 12:43pm.

Next regular meeting is Thursday, April 6,, 2023, location Garrison Hall at Fort Casey Inn. Engle Road, Coupeville.

Meeting minutes recorded by

Lynda Eccles, Secretary

reviewed by Jackie Henderson and Sherrye Wyatt.