

Meeting Minutes
Whidbey and Camano Islands Tourism of Island County
Garrison Hall, Fort Casey
April 6, 2023
Zoom

Quorum: x=members present

Board of Directors			
Jackie Henderson – Chair	X	Com. Melanie Bacon	X OH Lodging- Vacant
Inge Morascini – Vice Chair	X	Gregg Lanza	X Tom Felvey
Lynda Eccles – Secretary	X	Max Lindsay-Thorsen	X Christina Swan X
Mayor Scott Chaplin – Treasurer	X	Magi Aguilar	X
Craig Cyr			
Chet Ross	X	Jim Woessner	X
Angela Muniz	X		
Robyn Myers	X	Sharon Sappington	
Jessica McCready	X	Alannah Johansen	
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	X	Diane Binder, Accounting. Svcs.	X

Guest: Jordan Bohlander from Dean Runyon

Announcements: Robyn announced her resignation from the Whidbey & Camano Island Tourism Board of Directors effective April 30th.

Meeting called to order at 11:00 am by Chair, Jackie Henderson.

1. **Public Comment (3 minutes limit)-** No comment was given.
2. **Adoption of Agenda** – Agenda approved with no additions.
3. **Approval of March 27 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. There were no questions or objections to the invoices or budget spending for the year.
5. **Presentation by Jordan Bohlander from Dean Runyon via zoom.** Jordan reported that \$314.7 million we spent by visitors to Washington in 2022 compared to \$28 million in 2021. Lodging numbers are down statewide so far this year. Sherrye commented that anyone would like a copy of the report should contact her.
6. **Old Business: Public Records Requests:** Jackie Henderson reported that we are moving forward and complying with our by-laws, and that she would be meeting with Island County to set up a procedure for public records requests.

7. New Business:

- Jackie had meetings with State Auditor's, Office and Commissioners Bacon and St. Clair, all with good results.

8. Sherrye Wyatt Public Relations & Marketing

- **PR Media Report** – Sherrye referred the board to the monthly PR Media Report and noted a few highlights.
- **Regenerative Council** – We are still working with the Transformational Travel Council on our Regenerative Plan and making great progress as we move into community.
- **Presentations:** Council of Governments, Langley LTAC, Coupeville Chamber and Freeland Chamber. The Oak Harbor presentation to the City Council went well and we are waiting for a decision as to whether or not they will go back to paying the 1% of lodging tax to Whidbey & Camano Islands Tourism.

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

- Scott showed the board 4 concepts of the new logo and described his reasoning of each one. At our next meeting he will talk more about the marketing campaign. The decision was made to go with “Embrace Whidbey and Camano Islands” as the new name and logo.

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

- Continuing working on the website and doing a major content refresh.
- Looking into a different data company, also busy with data information requests.

9. Chamber Round Table:

- Those Chambers present gave an update of their activities.

Adjournment

Meeting adjourned at 1:05pm

Next regular meeting is Thursday, May 4, 2023, location Coupeville Library, NE Alexander, Coupeville.

Meeting minutes recorded by

Lynda Eccles, Secretary

reviewed by Jackie Henderson and Sherrye Wyatt.