

Meeting Minutes
Whidbey and Camano Islands Tourism of Island County
Coupeville Library Meeting Room
May 4, 2023

Quorum: x=members present

Board of Directors			
Jackie Henderson – Chair		Com. Melanie Bacon	X OH Lodging- Vacant
Inge Morascini – Vice Chair	X	Gregg Lanza	X Tom Felvey X
Lynda Eccles – Secretary	X	Max Lindsay-Thorsen	X Christina Swan
Mayor Scott Chaplin – Treasurer	X	Magi Aguilar	X Katie Gridon, Clinton X
Craig Cyr			
Chet Ross		Jim Woessner	X
Angela Muniz	X		
Robyn Myers	X	Sharon Sappington	X
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 Services	Erin Osborne – ON Public Relations

Guest: Aly Willis from the Captain Whidbey replacement for Robyn Myers

Announcements: Robyn Myers introduced Aly Willis from the Captain Whidbey as her possible replacement for her position on the Tourism Board. A letter of approval will have to come from Island County Commissioners before Aly can become an official board member.

Meeting called to order at 11:00 am by Vice Chair, Inge Morascini.

- **Public Comment (3 minutes limit)**
 - No public comments.
- **Adoption of Agenda –**
 - Mayor Scott Chaplin moved to adopt agenda Robyn Myers seconded. Agenda approved with no additions or changes.
- **Approval of April 4, 2023 Minutes**
 - Robyn Myers asked that a correction be made, her resignation is effect May 5
 - Sherrye Wyatt asked that the Dean Runyon % of increase up 11.2% over 2021.
- **Treasurer's Report and Invoice review**
 - No report until next month as Diane is out of town.

- **Old Business: Public Records Requests**
 - Moved to June Meeting as Committee Chair is out of town

- **New Business:**
 - None to report this month

- **Regenerative Places Program** – Work is moving forward in a positive direction. Sherrye has done a number of presentations in the community and they been well received.
 - Looking at hiring a part-time person to support the regenerative work to be done.
 - There is a lot of positive energy around regenerative tourism and two workshops coming up 30th May and June 1st.
 - Robyn recommended that whomever we hire, they should be more than 10 hours a week.
 - Mayor Scott Chaplin also supported hiring staff to support the Regenerative Places start up in a bigger way in the future.
 - Commissioner Melanie Bacon suggested a Regenerative newsletter and recommended the Board consider sending a proposal to the County for funding. Commissioner Bacon also recommended the committee consider spending more of its \$1 million reserve.
 - Sherrye encouraged everyone to attend the workshops. Information will be sent out in the next few weeks with registration to sign up.
 - Inge asked how do we gather information from the nonprofits on what they are doing in regard to supporting regenerative tourism? Are there case studies of Regenerative Tourism?

- **Sherrye Wyatt PR and Media Report (full report included in Creative Team report attached)**
 - Sherrye updated that she and Jackie had sent a letter to the City of Oak Harbor requesting they consider returning to 1% contribution in the interlocal agreement. In they letter they asked for the opportunity to speak more on the topic at a future Oak Harbor City Council workshop. They have heard from staff that the issue is under consideration.

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

- Will be rolling out of new marketing campaign “Embrace Whidbey and Camano Islands” through a number of channels. “Keep it Real” is our advertising headline. Scott went through the brand guidelines and rules for using the new logo.
- Map – Scott asked the board to take a look at the current map for any changes or corrections before the new one go to print. Jack and Scott are working on the website. The new logo is on there, but they are still working on several updates.

- Timeline for Regenerative Guide is 4th July. The “24 Trails Guide off the Beaten Path” is also getting updated and will be reprinted.

Laura Hilton (full report included in Creative Team report attached)

- Laura is writing all of the content for the regenerative guide, and requested any updates the board may have. She also noted that Midday Black Midnight Blue which was filmed on Whidbey Island, is going to be distributed nationally in June.

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

- Referred to report submitted including one from Key Data looking at short-term rentals. Key Data is the company we’ve contracted with instead of Air DNA through our partnership with State of Washington Tourism. He also reported on Datafy– which is a platform with one feature which identifies who saw an ad and who came to Island County, using cell phone records.

• Chambers Round Table:

- ⊖ Camano – Busy season has started already. Holding a Shop Local - Win Local Passport program on May 12. The Camano Island Studio Tour runs two weekends in May.
- Clinton – Clinton Art revival is this weekend May 6-7.
- Langley – Businesses continue to grow. Lodging up 10% this year. Licenses are still available for short-term rentals. 20% of our housing are owned by people who don’t live on the island. Membership continues to grow. Needing more restaurants, we would benefit more if we had more restaurants in downtown Langley.
- Coupeville – Reported all businesses in the historic district are full, we have a new coffee shop, Mexican restaurant and Overboard (cocktails and small plates). Visitors are increasing and hotels reporting bookings through August so far. The Chamber has quite a few new members. Events coming up: Penn Cove Water Festival and Memorial Parade, Remembrance and Picnic at the Park May 27.
- Economic Development Council: Sharon announced the Chambers and Main Street associations in Island and Skagit received \$18,000 each in grants. Eligible expenses can go back to December 2022 and be used by November 2023. \$750,000 goes to small business throughout Island and Skagit County. Leadership Whidbey graduation is May 19 at Greenbank Farm. Elevate Island event is May 18 in Skagit at the Tap Room at Bayview.

Meeting adjourned at 12:40 p.m.

Next Board meeting is Thursday, June 1, 2023, via Zoom.

Meeting minutes recorded by Lynda Eccles, Secretary
reviewed by Jackie Henderson and Sherrye Wyatt