



**Whidbey & Camano Islands Tourism Board Meeting
Via Zoom
Meeting Minutes
June 1, 2023**

Members Present:

Management Team: Chair: Jackie Henderson, Vice Chair, Inge Morascini, Treasurer, Mayor Scott Chaplin, Secretary, Lynda Eccles

Directors: Jessica MaCready, Director, Gregg Lanza, Director, Holly Grayson, Director, Angela Muniz, Director, Alannah Johansen, Director, Aly Willis, Director, Tom Felvey

Contract Team: Sherrye Wyatt, Jack Penland, Scott Rosenkrantz, Diane Binder, Laura Hilton, Vicki Graham.

Absent: Commissioner Melanie Bacon, Magi Aguilar, Jim Woesner, Chet Ross, Max Lindsay-Thorsen, Sharon Sappington, Christina Swan, Katie Gridon

Open Positions: Oak Harbor Lodging Representative

- I. **Call to Order**
 - Chair Jackie Henderson called the meeting to order at 11.05 a.m
- II. **Introduce Guests, establish a quorum – roll call**
 - Jackie Henderson opened the meeting established that we had a quorum and welcomed two new Board Members, Holly Grayson representing Coupeville Lodging and Aly Willis, representing Central Whidbey Lodging.
- III. **Public Comment** (3 minutes limit)
 - There were no public comments
- IV. **Adoption of Agenda**
 - Agenda was approved with no additions
- V. **Approval** May 4, 2023 Meeting Minutes
 - Meeting minutes were approved with no changes
- VI. **Approval** May Invoices
 - May Invoices were approved at the Management Team meeting and reviewed for approval by the board.
- VII. **Treasurer's Report**
 - Mayor Chaplin reported that we are at 30% of the Budget for this year. On the revenue side the State and County have not updated their books yet but Diane will send them out as soon as she receives them.
- VIII. **Expenditures**
 - Jackie reported that the County needs to have our budget by end July. Inge pointed out this is a place holder budget.
- IX. **Sherry Wyatt's Report:**
 - Sherrye gave an update on the two Regenerative workshops held this week. There was good attendance at both and good dialogue with some good

ideas, on a second note we are contracting with Vicki Graham to work with Sherrye on the Regenerative program. There will be another Workshop on 13th of this month with Jake from the Regenerative Council. Full report was included in the Board packet.

- **Regenerative Guide** – Scott Rosenkrantz and Laura Hilton reported that the Guide finally moving into a complete form, it is out for review by the Chambers once we receive any changes they will be incorporated into the file. It will go to the Printer next week.. Scott mentioned that they received three different print quotes and selected a company in Bellingham. Finished product should arrive by the end of the month and they are exploring different ways re delivery and getting it into people hands. 40,000 books have been ordered. Scott said the Trail Guide is being re-printed and will have the new logo on it, as will the Whidbey Island Maps. Both should be available mid July.
- Jack Penland referred everyone to the Datafy handout included in the Board packet. He pointed out the Income and Age in data report ½ were over 45 years old on 1/3 of the visitors earn more than \$110k . Datafy report was included in the Board packet.
- **Laura:** The feature movie has been picked by a distribute and will be available in some theatres, Laura also working with WICA to hold it there..

X. **New Business:**

- No new business to report.
- Jackie reported that she and Inge have met with State Auditor. There are two parts of the Audit, Fiscal and Accountability. They are meeting again with State Auditor in July.

XI. **Next Meeting** - July 13^h, Clinton Community Hall – Board Members strongly encouraged to attend in person, lunch will be provided for Board Members.

Minutes submitted by
Lynda Eccles,
Secretary, Board of Directors