



**Embrace Whidbey & Camano Islands**  
**Board Meeting Minutes May 1, 2024 – 11:00 a.m. - 1:00 p.m.**  
**Island County Offices, Camano Island**

**Committee Members Present**

Jackie Henderson – Chair  
Bryan Stucky - Oak Harbor City Council – Vice Chair  
Lynda Eccles - Coupeville Chamber of Commerce – Secretary  
Angela Muniz - Freeland Chamber of Commerce  
Nicole Worthington-Johnson - Langley Chamber of Commerce  
Max Lindsay-Thorsen - Unincorporated S. Whidbey Lodging  
Kennedy Horstman - Mayor of Langley - City of Langley  
Magi Aguilar – Oak Harbor Chamber of Commerce  
Sharon Sappington - Economic Development Council Island County

**Creative Team Present:**

Inge Morascini – Embrace Marketing and Program Manager  
Jack Penland, Embrace Digital Marketing/Website/Data/Content Creation  
Krista Loercher, Embrace Regenerative Places Program  
Scott Rosenkranz - Embrace Graphic Design/Branding  
Diane Binder – Bookkeeping

**Absent:**

Greg Lanza - N.Whidbey Lodging – Treasurer  
Katie Grindon - Clinton Chamber of Commerce  
Aly Willis - Unincorporated Central Whidbey Lodging  
Jill Johnson - Island County Commissioner  
Tom Felvey - City of Langley Lodging  
Alannah Johansen - Cama Beach State Park  
Laura Hilton – Creative Team  
Erin Osborne – Social Media

**Call to Order**

Chair Jackie Henderson called the meeting to order at 11:01 a.m. and established that there was a quorum.

**Adoption of Agenda**

Chair Jackie Henderson asked if there were any changes or additions to the May 2, 2024, agenda. There were none, so the agenda was approved.



### **Approval of Meeting Minutes**

Chair Jackie Henderson asked if there were any changes to the April 4, 2024, meeting minutes. There were none, motion to approve April 4 minutes made by Vice Chair Brian Stucky, seconded by Angela Muniz and the motion passed by the board.

### **Public Comment**

Chair Jackie Henderson asked if there was anyone from the public present who wished to make a public comment. No one responded.

### **Treasurers Report**

#### **Approval of Invoices**

Diane Binder in the absence of Greg Lanza Treasurer presented the Invoices for payment totaling – **47419.01** Brian Stuckey made a motion to approve payment of the April Invoices totaling **\$47419.01**. Mayor Kennedy Horstman seconded, and the motion passed by the board.

### **Financials**

Treasurer Greg Lanza presented the Budget vs. Actual as of 3/26/24 showing March expenses \$145,719.16. As of March 26 expenses are 16.2% of total budget.

Diane Binder presented Revenue report from the State and County. For 2024 to date income is \$137,042.70 and total income revenue fo2 2% lodging tax is \$131,479.59. Diane reported that Coupeville has yet to submit their 2% income for the first three months.

### **Treasurer's Report**

Diane Binder presented the Treasurer's report and explained that the Revenue from State was up to date but that the County revenue was not updated for April. Revenue so far this year from the State is \$199,584.44. Income less expenses for 2024 funding \$1,135,556.51. Total Tax Revenue income reported by County \$8,404,456.24. Lodging Year over Year showed that the county has increased year over year by 18.6% and Coupeville has increased by 65.8% due to the Anchorage Inn being open for business. On the Business vs Actual report, we are under 25% of spending.

Brian Stucky made a motion to approved, the financials, Angela Muniz seconded and the motion passed.

### **Business Update**

Jackie Henderson reported that she and Inge met with Commissioner Jill Johnson and the County Director to discuss issues related to us using the County EIN number for grant writing and why we don't have a separate business account for expenses. County will look into these issues and get back to us.

### **PR/Marketing Report**

Inge presented the media plan to the board which was received well. She also announced that she has negotiated a contract with PBS which includes Chamber promotions. The April newsletter was handed out to Board Members and Inge talked about a contest survey she and Scott Rosenkrants are working on.



Both Krista Loercher and Scott Rosenkranz gave brief updates but referred to the Newsletter for a full report. Jack Penland mentioned he is working on a new Datafy report

**Chamber of Commerce Roundtable:**

Langley, Freeland, Coupeville, Camano and Oak Harbor Chambers of Commerce all provided the board with updated on tourism activities coming up in their communities.

**Next Meeting**

Chair Jackie Henderson reminded everyone that the June 6<sup>th</sup> meeting will be at the Oak Harbor Chamber. Information will be emailed to everyone.

The meeting closed at 12.20 p.m.

Minutes submitted by

Lynda Eccles

Secretary, Embrace Whidbey and Camano Islands