



Embrace Whidbey & Camano Islands
Board Meeting Minutes June 6, 2024 – 11:00 a.m. - 1:00 p.m.
Oak Harbor Chamber of Commerce Meeting Room

Committee Members Present

Bryan Stucky - Oak Harbor City Council – Vice Chair
Greg Lanza - N.Whidbey Lodging – Treasurer
Jill Johnson - Island County Commissioner
Nicole Worthington-Johnson - Langley Chamber of Commerce
Max Lindsay-Thorsen - Unincorporated S. Whidbey Lodging
Director – Oak Harbor Chamber of Commerce
Aly Willis - Unincorporated Central Whidbey Lodging

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 Rosenkrantz - Embrace Graphic Design/Branding
Diane Binder – Bookkeeping
Erin Osborne – Social Media
Laura Hilton – Creative Team

Absent:

Katie Grindon - Clinton Chamber of Commerce
Tom Felvey - City of Langley Lodging
Alannah Johansen - Cama Beach State Park
Jackie Henderson – Chair
Lynda Eccles - Secretary

Call to Order

Vice Chair, Bryan Stuckly, called the meeting to order at 11:01 a.m. and established that there was a quorum.

Adoption of Agenda

Vice Chair Bryan Stuckly asked if there were any changes or additions to the June 6, 2024, agenda. There were none, so the agenda was approved.



Approval of Meeting Minutes

Vice Chair Bryan Stuckly asked if there were any changes to the May 2, 2024, meeting minutes. There were none, motion to approve May 2 minutes made by Jill Johnson, seconded by Greg Lanza and the motion passed by the board.

Public Comment

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

Treasurers Report

Approval of Invoices

Greg Lanza Treasurer presented the Invoices for payment totaling – **\$42,324.77** Brian Stuckey made a motion to approve payment of the May Invoices totaling **\$42,324.77**. Seconded by Jill Johnson, and the motion passed by the board. A second batch of invoices in the amount of **\$11,750.00** was presented. Jill Johnson made a motion to approve payment of the batch of invoices totaling **\$11,750.00** and it was seconded by Greg Lanza and the motion passed by the board.

Financials

Treasurer Greg Lanza presented the Budget vs. Actual as of 3/26/24 showing April expenses \$47419.01 As of May 30 expenses are 26.2% of total budget.

Diane Binder presented Revenue report from the State and County. For 2024 to date income is \$270,650.76 and total income revenue for 2% lodging tax is \$270,650.76.

Treasurer's Report

Revenue so far this year from the State is \$270650.76. Income less expenses for 2024 funding \$1149286.39. Total Tax Revenue income reported by County \$8626396.43. Lodging Year over Year showed that the county has increased year over year by 17.2% and Coupeville has increased by 63.2% 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, Jill Johnson seconded, and the motion passed.

Business Update

None

PR/Marketing Report

Erin Osborne presented



Inge Morascini, Laura Hilton, Krista Loercher and Scott Rosenkrantz gave brief updates. Jack Penland presented early reporting from Datafy contest.

Chamber of Commerce Roundtable:

Reports given by Camano and Oak Harbor

Next Meeting

July 11 at Oak Harbor

The meeting closed at 12:50 p.m.

Minutes submitted by

Lynda Eccles

Secretary, Embrace Whidbey and Camano Islands