



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

Committee Members Present

Jackie Henderson – Board Chair
Bryan Stucky - Oak Harbor City Council – Vice Chair
Greg Lanza - N.Whidbey Lodging – Treasurer
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
Lynda Eccles - Secretary
Angela Muniz – Freeland Chamber of Commerce

Creative Team Present:

Inge Morascini – Embrace Marketing and Program Manager
Krista Loercher , Embrace Regenerative Places Program
Scott Rosenkrantz - Embrace Graphic Design/Branding
Erin Osborne – Social Media
Laura Hilton – Creative Team

Absent:

Jill Johnson - Island County Commissioner
Katie Grindon - Clinton Chamber of Commerce
Tom Felvey - City of Langley Lodging
Alannah Johansen - Cama Beach State Park

Guests:

Samanthat Joy – Whidbey Weekly
Representatives from Working on Whidbey

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 June 11, 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 June 6, 2024, meeting minutes. There were none, motion to approve June 6 minutes made by Bryan Stucky, seconded by Greg Lanza and the motion passed.

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

Greg Lanza Treasurer presented the Invoices for payment **Brian Stuckey made a motion to approve payment of the June Invoices totaling \$31,034.87, seconded by Aly Willis, and the motion passed by the board.** A second batch of invoices in the amount of \$4,038.43 was presented for payment. **Brian Stuckey made a motion to approve payment of the batch of invoices totaling \$4,038.43 and it was seconded by Aly Willis and the motion was passed.**

Treasurers Report

Financials

Treasurer Greg Lanza presented the Budget vs. Actual as of 6/30/2024 showing June expenses \$270,536.24 As of June 30, expenses are 30% of total budget. Brian Stucky made a motion to approve the financials, Greg Lanza seconded, and the motion passed.

Budget moving forward – Inge Morascini gave a presentation on a tourism newspaper that would be produced six times per year and distributed to Visitor Centers, lodgings, in heavily trafficked locations and would appear inside the Whidbey Weekly. Whidbey Weekly representative outlined what this would look like as a collaboration. Inge reported that this would cost \$30,000 annually and requested approval from the Board to include this in the budget. Brian Stucky made a motion to approve the inclusion of the expense of \$30,000 in the budget, it was seconded by Greg Lanza. Board approved the recommendation to move forward with this project and include as a budget expense.

Preliminary 2025 Budget Review

Inge Morascini presented recommended changes to the Board for the 2025 Preliminary Budget review. Greg Lanza motioned to approve the recommended changes, Bryan Stucky seconded and the motion passed unanimously.

Revenue from State

Treasurer Greg Lanza reported that Revenue so far this year from the State is \$340,178.99. Income less expenses for 2024 funding \$155,236.41. Total Tax Revenue income reported by County \$240,480.80. Lodging Year over Year showed that the county has increased year over year by 12.7% and Coupeville has increased by 52.9% due to the Anchorage Inn being open for business.



Business Update

Chair Jackie Henderson had nothing to report.

PR Marketing Manager Report

Contract work re-alignment

Inge Morascini presented the re-alignment of work related to Jack Penland retiring from the tourism board.

Website Management and maintenance
Newsletter production
Content Creation
Social Media
Data Analysis

Scott Rosenkrantz & Michael Born
Scott Rosenkrantz
Laura Hilton
Research a replacement
Jack & Diane Penland will continue

President Jackie Henderson closed the meeting at 1.50 p.m.

Next Meeting

August 1, 2024 at Oak Harbor Chamber of Commerce

Minutes submitted by

Lynda Eccles

Secretary, Embrace Whidbey and Camano Islands