

BOARD MEETING
February 6, 2025 – 11:00 a.m.
Oak Harbor Chamber of Commerce

To ensure input is given by all Board Members, Attendance in person is preferred

Zoom available if you are unable to attend the meeting in person

<https://zoom.us/j/91748954066>

Please RSVP to help with lunch head count by before February 5th, 2025 to

Inge@whidbeycamanoislands.com

- **Call to Order** **President Bryan Stuckey**
 - Approval or Additions to the Agenda
 - Approval of January Minutes
 - Public Comment (3 minutes)
- **Treasurers Report** **Gregg Lanza**
 - Approval of Invoices
 - Approval of December Financials
 - Budget update and County Report
 - ♣ Minutes update **Bryan Stuckey**
 - State and County Lodging Tax Report
- **Presidents Report** **Bryan Stuckey**
 - Meeting with Commissioner Jill Johnson update
 - ♣ Interlocal Agreement
 - ♣ 501 c 6 update
 - ♣ Extending Creative Team Contracts
 - Meeting with David Price Update
- **New Business**
 - Nominations for Board Secretary **Bryan Stuckey**
 - Employment Contract extensions
 - Admin/Recording Secretary
 - Board Communications
 - Contest discussion **Inge Morascini**
- **Board Secretary**
 - Meeting locations & lunch **Lynda Eccles**
- **PR/Marketing Manager Report**
 - Contractor Creative Team updates **Inge Morascini**
- **Chamber of Commerce updates**
- **Adjourn**

Next Meeting – March 6, 2025 – TBD



**Board of Directors
January, 2025**

Chair

Elected Official:

City of Oak Harbor

Bryan Stucky
Oak Harbor City Council Member
865 SE Barrington Drive
Oak Harbor, WA 98277
Phone: 360-279-4648
Email: BSTucky@oakharbor.org

Vice Chair

Langley Chamber of Commerce

Nicole Whittington-Johnson

Executive Director

Treasurer

Unincorporated Lodging:

North Whidbey Island

Gregg Lanza

Secretary

Coupeville Chamber of Commerce

Lynda Eccles

Executive Director

Elected Official:

Island County

Commissioner Jill Johnson
County Commissioner District 2

Town of Coupeville

Jackie Henderson

Coupeville Town Council Member

Town of Langley

Mayor of Langley

Kennedy Horstman

The City of Langley

Camano Island Chamber of Commerce

Jessica McCready, Executive Director

Clinton Chamber of Commerce

Emily Zenz, President

Freeland Chamber of Commerce

Angela Muniz, President

Greater Oak Harbor Chamber of Commerce

Executive Director

City of Langley Lodging

Tom Felvey

City of Oak Harbor Lodging:

Position Open

Town of Coupeville Lodging

Position Open

Unincorporated Camano Island Lodging

Position Open

Unincorporated Central Whidbey Lodging:

Aly Willis

Unincorporated South Whidbey Lodging:

Max Lindsay-Thorsen

Non-Voting Member

Economic Development Council of Island County
Kristina Heinz, Director



Embrace Whidbey & Camano Islands
Board Meeting Minutes January 9, 2025 – 11:00 a.m. - 1:00 p.m.
Oak Harbor Chamber of Commerce Meeting Room

Committee Members Present

Chair - Jackie Henderson - Coupeville Town Council
Vice Chairman - Bryan Stucky - Oak Harbor City Council
Treasurer - Greg Lanza - N.Whidbey Lodging, Wildwood Farm
Secretary - Lynda Eccles – Coupeville Chamber of Commerce
Langley Chamber of Commerce - Nicole Worthington-Johnson
Oak Harbor Chamber of Commerce – Dannah McCullough
Freeland Chamber of Commerce – Angela Muniz
Clinton Chamber of Commerce – Emily Zenz
Unincorporated S. Whidbey Lodging - Max Lindsay-Thorsen,
Unincorporated Central Whidbey Lodging - Aly Willis, Captain Whidbey Inn
Mayor Kennedy Horstman – Langley City Council
Kristina Heinz – Economic Develop Council of Island County
Langley Lodging – Tom Felvey

Creative Team Present:

Inge Morascini – Marketing and Program Manager
Scott Rosenkrantz - Graphic Design/Branding
Krista Loercher – Regenerative Places Program
Dianne Binder - State Reports
Hannah Corbin – Social Media
Erin Osborne – Media Relations

Absent:

Jill Johnson - Island County Commissioner
Alannah Johansen - Cama Beach State Park
Jessica McCready – Camano Island Chamber of Commerce

Guests:

Tabitha , Travel Blogger
.....Explore Whidbey Island

Public on Zoom:

David Price, Langley



Call to Order

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

Adoption of Agenda

Chair Jackie Henderson asked if there were any changes or additions to the January 9th 2025 Agenda There were none, so the agenda was approved.

Approval of Meeting Minutes

Chair Jackie Henderson asked if there were any changes to the December 11th, 2024 meeting minutes. Nicole Worthington Johnson said she was marked as not present on December 11th but she was in attendance.

Brian Stuckey made motion to approve December 11, 2025 minutes with the change requested by Nicole Worthington Johnson, seconded by Lynda Eccles and the motion passed by the full Board.

Public Comment

Chair Jackie Henderson asked if there was anyone from the public present who wished to make a public comment. There was no public comment.

Treasurers Report

Approval of Invoices

Greg Lanza Treasurer presented the December batch of Invoices for payment in the amount of **\$63,403.12**. Greg Lanza also made a note to the board that there were two invoices added to the batch but are included in the \$63,403.12.

Brian Stuckey made a motion to approve payment of the December Invoices totaling \$63,403.12 seconded by Lynda Eccles and the motion passed by the board.

Finances for December

Greg reported on the Budget vs Actual report and noted that we were well within our Budget for 2024. Brian Stuckey made the motion to approve the Budget vs Actual report, seconded by Lynda Eccles and the motion was passed by the board.

Revenue from State

Diane Binder provided the Board with copies of the Revenue from the State of Washington.



Business Update

Chair Jackie Henderson announced that she had received a Public Records Request from David Price that includes records from Whidbey and Camano Islands Tourism and records of her personal and Town emails.

In a complaint letter to the Executive Board Mr Price questioned, among other things, the validity of our budgeting practice and stated that the budget had not been approved or passed by the board. The minutes of our July Board meeting show that the Budget was approved and submitted to the County. The budget was approved as part of the County public budgeting process and the Whidbey and Camano Islands budget is included in the county budget.

Mr. Prices complaint letter and the response by the Chair Jackie Henderson, was reviewed and signed. Copies were sent to all board members after the meeting.

Nicole Whittington-Johnson raised a number of questions about the budget saying it had not been approved, that she had not voted to approve it, and that the approval was not in the minutes. Upon further review, the approval was in the minutes from the July meeting and that the board had voted to approve, and that Nicole Whittington-Johnson had been present at the meeting

Questions were also raised by Nicole Whittington-Johnson as to the movement of the organization to a 501 (c) (6) and the new agreement being circulated to the municipalities and county government. Nicole Whittington-Johnson stated that she did not think the new agreement had the appropriate controls. In addition she stated that the board had not approved the agreement. The rationale for the change was outlined by Inge Morascini and Chair Jackie Henderson and the agreement controls were stated as being the same as those in the old agreement. At Nicole Whittington-Johnson's request it was agreed that these topics would be added to the agenda for the next board meeting.

Nicole Whittington-Johnson asked that the current agreement being circulated be put on hold and the request was seconded by Mayor Kennedy Horstman. Bryan Stucky motioned that the agreement be put on hold for no more than 60 days as Oak Harbor Chamber had already signed the Agreement and the motion was seconded by Angela Muniz.

Nicole Whittington-Johnson raised several further questions and requested answers. Chair Jackie Henderson asked that any further questions from any board member be submitted to the Executive Committee in writing prior to its next meeting and that they would be taken up at the next board meeting.

Election Process

Chair Jackie Henderson said that we should move on to the election process.

Nicole Whittington-Johnson raised the question as to why we didn't move ahead with the election today. Chair Jackie Henderson asked the board if there was no objection we move forward instead of completing the process next month. There was no objection and the election moved forward.

- Chair Jackie Henderson announced this was the end of her term and she would not be running again.
- Lynda Eccles said she would not stand for another term,
- Nomination was made by Chair Jackie Henderson that Bryan Stuckey as the Chair (Note: The Chair of the Tourism Committee must be an elected official)
- Nomination by Dianne Binder to maintain Greg Lanza as Treasurer and was seconded by Lynda Eccles. Greg Lanza accepted the position.
- Nomination was made by Nicole Whittington-Johnson for Angela Muniz to become Secretary but Angela Muniz refused the nomination, Nicole Whittington-Johnson then nominated Dannah McCollough of the Oak Harbor Chamber for the position and she accepted.
- Nomination was made for Nicole Worthington Johnson to be Vice Chair who accepted the position.

Chair Jackie Henderson called for a vote of the slate and it passed the board.

Contract Extensions

Vice Chair Bryan Stuckey raised the question of Contract Extensions suggesting that personal service contracts be extended for three months, as the contracts expired at the end of 2024. The topic had been raised in the December meeting but a vote of the board had not been taken.

Nicole Whittington-Johnson objected to the three-month extension and suggested a 30 day extension, stating that the contractors knew their contracts were up at the end of 2024.

Bryan Stuckey pointed out that 30 days was not enough time for the questions that had been raised earlier in the meeting with reference to the Interlocal to be resolved within 30 days

Motion by Vice Chair Bryan Stuckey to approve to extend contracts for three months was made and seconded by Greg Lanza and the motion passed unanimously by the full board.

PR Marketing Manager Report

Inge Morascini presented 2025 Media Plan. Nicole Worthing Johnson suggested that we do not use PBS in the future as they are not in our demographic. It was decided that the 2025 plan would remain in place and we would have more discussion for the 2026 plan.

Motion made by Mayor Kennedy Horstman to approve the 2025 Media Plan, Ali Willis seconded and the motion passed.

Creative Team

Each of the creative team provided a short report due to timing.

Chamber Updates:

Chambers provided a brief report on what was coming up in their area.

There being no further business, Chair Brian Stuckey closed the meeting at 1.50 p.m.

Next Executive Committee Meeting

Executive Committee Meeting: 10:00 a.m. Tuesday January 28th at Captain Whidbey Inn Wellness Center (which is the building on the right, behind the mailboxes before you turn left into the driveway of the Inn. If you get lost you can check in at the front desk of the Inn)!!

NOTE: (Executive Committee (Officers of the Joint Board as per the Interlocal Agreement Amendment 3 dated 2011 Being: Chair, Vice Chair, Treasurer and Secretary made up of representatives of the 4 geographic areas (Oak Harbor, Coupeville, Langley and Island County) the Marketing & Promotions Manager is also included.

Next Full Board Meeting

February 6 2025, 11 a.m – 1:00 pm at Oak Harbor Chamber of Commerce

Minutes submitted by

Lynda Eccles

Secretary, Embrace Whidbey and Camano Islands

ISLAND COUNTY, OAK HARBOR, LANGLEY AND COUPEVILLE TOURISM JOINT ADMINISTRATIVE BOARD BYLAWS

Article I – Name

The name of this organization is the Island County, Oak Harbor, Langley, and Coupeville Joint Tourism Administrative Board (hereinafter “Joint Tourism Board” or “Board”).

Article II – Object

A. The object of Joint Tourism Board is to fulfill its responsibilities under the Interlocal Cooperation Agreement of September 5, 2000. The Board is to contract out, after seeking and receiving proposals, professional tourism promotion services to promote overnight tourist visitors to the County, Oak harbor, Coupeville and Langley. Overnight tourist promotion is intended to increase overall tourism expenditures and increase overnight stays in the properties that must collect lodging tax in the County, Oak Harbor, Coupeville and Langley.

B. The professional tourism promotion service provider selected by the Board shall not have conflict of interest, whether real or in appearance only. If this results in a professional service provider having an off island business, that is acceptable. The professional service provider is not to give any party to the agreement or geographical area of the islands as advantage or perceived advantage in overnight tourism.

Article III – Joint Board

A Joint Board. The composition of the Joint Board is as follows:

1. Seven (7) representatives from the lodging industry appointed by the respective legislative authorities as follow: three (3) from Whidbey Island unincorporated area of the County with one (1) selected from North Whidbey Island, one (1) selected from Central Whidbey Island, and one (1) from South Whidbey Island; one (1) from Camano Island; and one (1) from Oak Harbor, One (1) from Coupeville, and one (1) from Langley to represent the incorporated areas of the County;
2. Seven (7) representatives from tourism organizations, including chambers of commerce, appointed by the respective legislative authorities as follows: one (1) recommended by the Greater Oak Harbor Chamber of Commerce and approved by the City of Oak Harbor, one (1) recommended by the Central Whidbey Chamber of Commerce and approved by the Town of Coupeville, one (1) recommended by Langley Chamber of Commerce and approved by the City of Langley, one (1) the recommended by the Freeland Chamber of Commerce and approved by the County of Island, one (1) recommended by the Camano Island Chamber of Commerce and approved by the County of Island, and one (1) recommended and approved by the Board of Island County Commissioners; and
3. Four (4) elected officials of the parties, one appointed by each legislative Authority; and
4. The Director of the Island County Economic Development Council shall serve in an ex-officio non-voting capacity.

B. If a vacancy is created in any of the above Board positions by resignation or otherwise, the Chair of the Board shall immediately notify the appointing authority and request that a replacement Board member be appointed.

Article IV – Board meetings

A. Quorum/Action. Quorum shall consist of a majority of the Joint Board. Further, for the purposes of approving payment of previously approved and budgeted for expenses “those members in attendance may constitute a quorum for the purpose of payment of bills.” Action must be approved by a majority vote of those members present.

B. Open Public Meetings. The Board shall meet in open meetings as governed by the Open Meetings Act, chapter 42.30 RCW and all other laws and regulations applicable to the operation of the parties.

C. Regular Meetings. The Board shall meet in regular meetings on the first Thursday of each month at Camano Island, Oak Harbor, Coupeville and Langley, alternately at 11:00 am to 1:00 pm unless earlier adjourned.

D. Special Meetings. The Board may meet in special meetings called by the Chair of the Board/ Vice Chair or a majority of the members of the Board. At least 24 hours notice advance written notice of a special meeting shall be provided to each Board member along with an agenda describing the matters to be considered. Written notice shall also be given to all members of the media who have on file with the Board a request to be so notified. Matters not on the advance written notice agenda may not be discussed or considered.

E. Criteria. The Joint Board in considering expenditures from the “County-Cities/Town Tourism Fund,” shall analyze the extent to which the proposal will affect the long-term stability of the fund.

Article V – Board Leadership and Operations

A. Chair. At the beginning of each calendar year, the Board shall select by majority vote, one of its elected official Board members to be the Chair of the Board for all that year. The Chair will preside over meetings and sign documents/contracts/payment vouchers on behalf of the Board and as approved by the Board at an open public meeting.

B. Vice Chair. At the beginning of each calendar year, the Board shall select by a majority vote one of its members to serve as the substitute Chair should the Chair be absent. The Vice Chair in the Chair’s absence shall preside over meetings and sign documents/contracts/payment vouchers on behalf of the Board as approved by the Board at an open public meeting.

B. Secretary. At the beginning of each calendar year, the Board shall select, by majority vote, one of its members to be the secretary of the Board for that year. The Board may also arrange for a recording secretary and the recording secretary may serve as a substitute Secretary should the Secretary be absent. The Secretary, shall keep written minutes of all meetings, prepare correspondence for the Board. The Secretary shall hold the minutes of the Board for safe keeping. A printed copy of Board minutes will be turned into the County each month along with payment vouchers for services authorized and rendered to the Board. The Secretary shall pass on the records to the new Secretary each year. Records of the Board shall be available for public inspection and copying as provided in the Public Records Disclosure Act, RCW 42.17.250 et. Seq. and any other applicable statutes.

C. Treasurer. At the beginning of each calendar year, the Board select, by majority vote one of its members to be the Treasurer. The Treasurer will keep the budget/payment records and report monthly to the Board on the status of the budget and expenses. The Treasurer will also report to the Board the amounts received by the County, Oak Harbor, Coupeville and Langley available in the "County, Cities/Town Tourism Fund" created by the Interlocal Agreement.

D. Executive Committee: The Executive Committee shall consist of the officers of the Joint Board. (Chair, Vic Chair, Secretary, Treasurer) for the purposes of contract management and will Serve as the Management Team for the contractors as outlined in Section IV of the Interlocal. The Executive Committee will consist of representatives from the four geographic areas except by special agreement of the Joint Board members from that area. The management Team will meet monthly or as necessary to fulfill support needed by contractors.

Article VI – Procurement Process

The Board shall procure goods and services to fulfill its responsibilities to promote overnight tourist visitors to the County, Oak Harbor, Coupeville and Langley. The Joint Board shall contract out after seeking and obtaining proposals, professional tourism promotion services, administration services and multimedia services. The method of soliciting and contracting for services by the Joint Board must meet the procedural requirements applicable to each party. The intent of this section is that the organization contracted with shall not give any party and/or geographical area of the islands an advantage, or perceived advantage, over any other area or party. The Board will refer to procurement procedures of Island County Code Chapter 2.29 for services and Chapter 2.30A for goods.

Article VII – Parliamentary Authority

The latest edition of Robert's Rules of Order shall govern the Board in all cases where they are inconsistent with these bylaws and any special rules of order that the Board may adopt.

Article VIII – Amendment of Bylaws

These bylaws may be amended at any regular meeting of the Board by two-thirds Majority provided that advance written notice of proposed changes are provided to each Member of the Board at least eight (8) days before the meeting.

Whidbey and Camano Islands Tourist
Invoice Cover Sheet
January 2025
Approved by Board on February 7, 2025

VENDOR	DATE	INVOICE #	AMOUNT	MONTH January 2025
Kyle Houck	11/21/2024	10	2500.00	Video/editing PBS
Krista Loercher	1/16/2025	2025118EXMIL	50.40	Milage reimbursement
Krista Loercher	1/16/2025	2025118	761.25	Regenerative Tourism
Rosenkranz Productions, INC	1/20/2025	3312	6087.50	Creative Services & Art Direction
Rosenkranz Productions, INC	1/20/2025	3313	6991.25	Website Management & Newsletter production
Rosenkranz Productions, INC	1/20/2025	3314	119.60	Printing of materials for Board Meeting
Rosenkranz Productions INC	1/20/2025	3315	136.01	Milage Reimbursement
Computer PIX, LLC	1/17/2025	25.01	1409.44	Research and Analysis
Computer Pix, LLC	1/17/2025	25.02	912.74	Expense reimbursement
Osborne Northwest Public Relations	1/16/2025	2738	6000.00	PR Services
Inge Morascini	1/24/2025	JAN0125	9167.00	Monthly PR and Marketing Services for December
Inge Morascini	1/24/2025	JAN0225	1456.59	Social Media Payment reimbursement
Inge Morascini	1/24/2025	JAN0325	2200.00	Expenses paid on behalf of Whidbey and Camano Islands.
Hannah Corbin	1/1/2025	1086	3310.50	
Kyle Houck	1/6/2025	11	2500.00	Photo/video shoot and editing for PBS commercial
Stuffed Suitcase, LLC	1/27/2025	172	274.31	Reimbursement for Writer (Assignment Writing)
Inge Morascini	1/28/2025	JAN0425	1020.00	Duties outside of scope of contract @\$85 per Hour
Total of invoices			\$44896/59	

	A	R	S	T	U	V	W	X	Y	Z	AA	AB
1	Embrace Whidbey & Camano Island: www.dor.wa.gov											2/5/25
2	Treasurer's Report											
3	Statistical Reports - Tax Collections/Distributions											
4	As of 12/31/2024											
5	Local Sales and Use Tax Distr - View 2024											
6	12/31/24 As Reported by State Dept. of Revenue											Totals Since
7		2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2000
8	Unincorp I.C.	\$ 202,335.09	\$ 248,726.41	\$ 257,530.07	\$ 310,228.33	\$ 414,293.83	\$ 426,838.33	\$ 673,179.87	\$ 727,143.96	\$ 663,947.04	\$ 711,435.24	\$6,304,215.58
9	Coupeville	\$ 24,841.38	\$ 30,581.68	\$ 33,224.30	\$ 31,159.52	\$ 31,252.99	\$ 18,517.48	\$ 30,849.76	\$ 29,688.61	\$ 34,219.15	\$ 44,545.58	\$575,932.73
10	Langley**	\$ 34,032.83	\$ 37,797.80	\$ 38,888.85	\$ 39,205.01	\$ 43,023.92	\$ 36,316.39	\$ 55,531.71	\$ 55,874.76	\$ 51,732.25	\$ 53,800.95	\$814,872.62
11	Oak Harbor**	\$ 63,444.13	\$ 66,371.80	\$ 73,709.23	\$ 70,912.18	\$ 69,224.57	\$ 52,558.63	\$ 79,082.64	\$ 82,760.46	\$ 87,275.24	\$ 81,754.27	\$1,552,260.78
12	Total Income	\$ 324,653.42	\$ 383,477.68	\$ 403,352.45	\$ 451,505.03	\$ 557,795.31	\$ 534,230.83	\$ 838,643.98	\$ 895,467.79	\$ 837,173.67	\$ 891,536.03	\$9,247,281.71
13	Tax Revenues as reported by County											
14	12/31/24											
15		2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Not Updated
16	Unincorp. I.C.	\$ 202,335.09	\$ 248,726.41	\$ 257,530.07	\$ 310,228.32	\$ 414,293.83	\$ 426,838.33	\$ 673,179.82	\$ 727,143.96	\$ 663,947.04	\$ 711,435.24	\$6,318,725.12
17	Coupeville	\$ 24,841.38	\$ 30,581.68	\$ 33,105.98	\$ 31,753.51	\$ 31,397.81	\$ 18,517.48	\$ 30,800.86	\$ 29,688.61	\$ 35,089.63	\$ 7,408.41	\$549,233.03
18	Langley**	\$ 34,083.80	\$ 37,797.80	\$ 38,888.85	\$ 39,205.01	\$ 43,023.92	\$ 36,316.39	\$ 55,531.71	\$ 55,874.76	\$ 55,896.03	\$ 36,641.29	\$803,952.34
19	Oak Harbor***	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 15,000.00	\$ 20,000.00	\$ 10,000.00	\$874,286.06
20	Port Refund						\$ 3,484.14					\$3,484.14
21	Grants	\$ 30,000.00	\$ 13,812.50	\$ 22,000.00	\$ 18,000.00		\$ 194,974.85	\$ 158,444.45		\$ 46,548.10		\$488,779.90
22	Total Income	\$ 311,260.07	\$ 350,918.39	\$ 371,524.90	\$ 419,186.84	\$ 508,715.56	\$ 700,131.19	\$ 937,956.84	\$ 827,707.33	\$ 821,480.80	\$ 765,484.94	\$9,038,460.59
23	Payments											Inv Amount
24	IC 2019 Audit Charge											-22,547.00
25	Total 2019 Vouchers											-\$385,598.87
26	IC 2020 Audit Charge											-\$24,363.00
27	Total 2020 Vouchers											-\$488,619.43
28	IC 2021 Audit Charge											-\$27,740.00
29	Total 2021 Vouchers											-\$515,547.72
30	IC 2022 Audit Charge											-\$36,528.00
31	Total 2022 Vouchers											-\$549,792.75
32	IC 2023 Audit Charge											-\$43,201.00
33	Total 2023 Vouchers											-\$906,141.34
34	IC 2024 Audit Charge											-\$48,039.00
35	Total 2024 Vouchers											-\$659,831.86
36	Income less Expenses (Balance in Acct. 146 000 57391 14440) For next year's spending											\$1,129,214.98
37	**Langley and O.H. (as of 1/05) are represented by 1% contribution only.											
38	***OH is represented by \$20,000 yearly flat contribution											
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Dec Year over Year As Reported by State			
	2024	Change	
Unincorp. I.C.	\$ 663,947.04	\$ 711,435.24	7.2%
Coupeville	\$ 34,219.15	\$ 44,545.58	30.2%
Langley**	\$ 51,732.25	\$ 53,800.95	4.0%
Oak Harbor***	\$ 87,275.24	\$ 81,754.27	-6.3%
	\$ 837,173.67	\$ 891,536.03	6.5%

Whidbey and Camano Islands Tourism Budget 2025

CATEGORY	2024 ANNUAL BUDGET	2025 ANNUAL BUDGET	PERCENTAGE CHANGE
Professional Services			
Marketing/PR Director	\$ 120,000.00	\$ 120,000.00	0.0%
Content Creation (multipal suppliers)	\$ 60,000.00	\$ 60,000.00	0.0%
Regenerative Program Coordinatoor	\$ 60,000.00	\$ 25,000.00	-58.3%
Accounting/Professional Services	\$ 20,000.00	\$ -	-100.0%
Amin Support/bookeeping/Film Coordination	\$ -	\$ 30,000.00	100.0%
Subtotal Professional Services	\$ 260,000.00	\$ 235,000.00	-9.6%
Advertising			
Print/Radio/TV/Online	\$ 82,490.00	\$ 90,000.00	9.0%
Graphic Design Rosenkranz Productions	\$ 39,600.00	\$ 39,600.00	0.0%
Reprint of Map		\$ 30,000.00	100.0%
Subtotal Advertising	\$ 122,090.00	\$ 159,600.00	30.7%
Marketing/PR/Special Projects			
PR/Sweepstakes/Shows/Travel	\$ 60,000.00	\$ 60,000.00	0.0%
Media Relations/Earned Media/Instagram	\$ 72,000.00	\$ 72,000.00	0.0%
Fulfillment Postage/Supplies/Tele/Storage	\$ 8,000.00	\$ 8,000.00	0.0%
Regenerative Dest Projects/Events/Programs	\$ 77,000.00	\$ 50,000.00	-35.1%
Special Projects/R&D	\$ 50,000.00	\$ 50,000.00	0.0%
Ferry Marketing/Distribution	\$ 36,000.00	\$ 25,000.00	-30.6%
Simpleview-Lodging Platform	\$ 18,000.00	\$ 16,950.00	-5.8%
Memberships	\$ 10,000.00	\$ 10,000.00	0.0%
Subtotal Marketing	\$ 331,000.00	\$ 291,950.00	-11.8%
Research			
Datafy	\$ 22,000.00	\$ 22,000.00	100.0%
Dean Runyon	\$ 5,000.00	\$ -	-100.0%
Data Analysis - P. Pendland		\$ 20,000.00	100.0%
Sub Total Research	\$ 27,000.00	\$ 42,000.00	62.5%
Website/Online			
Platforms/Social Media/Wordpress	\$ 30,000.00	\$ 35,000.00	0.0%
Monthly Newsletter Production	\$ -	\$ 6,500.00	100.0%
Social Media Coordination (all Channels)	\$ -	\$ 65,000.00	100.0%
ComputerPix/Website Mgmt/NewContent	\$ 130,000.00	\$ -	-100.0%
Website Content Creation		\$ 30,000.00	100.0%
Website Management		\$ 25,000.00	100.0%
Website Technical		\$ 6,000.00	100.0%
Subtotal Website	\$ 160,000.00	\$ 167,500.00	4.6%
GRAND TOTAL	\$ 900,090.00	\$ 896,050.00	

The total budget for 2025 is \$896,050, reflecting strategic adjustments to enhance tourism marketing and operational efficiency.

Island Exposures:

A snapshot of all the ways we are reaching out to our audiences

Public Relations

January included content creation and story mining for upcoming themes of romance, spring renewal and related spring events. We also executed three in-studio segments on The ARC Morning Show (CW), and two podcast segments featuring signature events and winter travel themes. (continued on p. 3)

Regenerative Coordinator

Since the start of the new year, efforts have been focused on reimagining the Embrace Whidbey Camano Islands Tourism Newsletter. (continued on p. 2)

Creative and Digital Services

Creative Services: The Map brochure is at the printer and should be in hand within the next week and a half, snow willing. Looking forward to seeing these out in the wild! Digital Services: January website traffic is up 41% compared to January 2024. (continued on p. 4)

Social Media

In January, Hannah phased out holiday messaging and shifted to a focus on general hero messaging, tying it into the monthly theme of "A Romance Stay, a Good Read, and a Bit of Mystery." (continued on p. 2)

Digital Marketing

November was another soft month for visitation in Island County, but bookings for short-term rentals point to a strong rental start in 2025. Due to new software from Datafy, we are now able to show how website visits become visits to the islands. (continued on p. 6)



Travel Trends that Align with Regenerative Tourism and the Values of Our Rural Community

Inge Morascini, PR and Marketing Director

The Experiential and Authentic Traveler

Travelers are increasingly seeking unique, authentic experiences that connect them with local culture, traditions, and communities. In our communities, this can include farm stays, cooking classes, heritage tours, and artisanal workshops.

(Continued on page 3)



To visit the
site scan
this code



Embrace Program Manager

Krista Loercher

New year and new projects; community communication and filming on Whidbey and Camano Islands.

Since the start of the new year, efforts have been focused on reimagining the Embrace Whidbey Camano Islands Tourism Newsletter. Currently, the newsletter is designed as a highly formatted PDF that is distributed as an attachment to the Whidbey Camano Island Tourism board along with the meeting agenda, financials, and minutes from the prior meeting. This report serves as an attractive and efficient way for the board to receive updates from the creative team and was first introduced in the spring of 2024. Given recent requests to review the resources provided to the board and their timing, it is now an opportune time to explore how to maximize the value of this resource.

There is a growing recognition that many others in the community may also wish to stay informed about ongoing efforts related to regenerative tourism and overall tourism strategy on Whidbey and Camano Islands. To address this, steps are being taken to transition the newsletter to a broader audience. An expanded community-based mailing list is being compiled, alternative distribution methods are being explored, potential changes to content presentation are being considered, and the timing of its release is being evaluated. The primary objective is to ensure that the board receives comprehensive information to support decision-making while also engaging the wider community. Importantly, this initiative will not affect the existing customer-facing e-newsletter that Whidbey Camano Islands Tourism has been distributing for years.

Additionally, preparations are underway to incorporate the Film Liaison role into the scope of responsibilities. This includes reviewing extensive resources such as articles, lists, and links provided as part of the transition process, as well as gaining insights into the operations of WA State Filmworks. Understanding how this organization functions at both the state level and in collaboration with local entities is a key focus to effectively support film-related initiatives within the region.

Social Media

Hannah Corbin

This created a cohesive narrative for winter travel while setting the tone for the month’s content.

For the lead form data collection campaign, Hannah expanded the age range to 24+ to reach a broader audience and adjusted the campaign questions to focus on general travel to and from the islands. These updates aimed to increase participation and gather more well-rounded insights from potential and current travelers.

The PBS commercial created for January was repurposed as a Facebook and Instagram ad, spotlighting a romantic getaway and cozy winter escapes. Alongside the ad, a carousel ad highlighted winter activities and experiences that fit the theme.

In line with organic content pillars, January’s posts featured:

- Cozy stays (utilizing the PBS ad organically)
- Birding
- The Whidbey Island Film Festival
- Langley art highlight
- Rosario Beach
- Press hit highlight of Climate Cosmos’ “Washington’s Most Pleasant Small Towns”
- Bookstores highlight
- And more!



Public Relations Overview

Erin Osborne



Coming up

We are working on aligning stories this month to coincide with themes of cozy winter and romantic travel while looking ahead to spring pitch development. We are aligning top tier national level writers as well as key regional travel experts with themes of family travel, farm culture, sustainable lifestyle and more.

Press Highlights for the month are linked [here](https://share.coveragebook.com/b/6da662595a8cfec8) (https://share.coveragebook.com/b/6da662595a8cfec8), with an audience of 1.01 billion.

Recent and Upcoming Media Partnerships

- Recent and Upcoming Media Visits
 - January 16-17, [@StuffedSuitcase](#) and Vacation Mavens, Kimberly Tate (Mystery Weekend, Cozy Winter Travel)
 - March 28-30, Natasha Dillinger, influencer: Suitcases in Seattle (Family Travel)
 - Margot Biggs, freelance for TravelAge West, Travel + Leisure, Fodor's
 - Melanie Carden, freelance for Parade, Thrillist, Paste
 - Rose Winter, [@rosewinterexplores](#) (highlighting family-friendly outdoor activities and the Playing in the Sound theme for July/August)
 - Kara Patajo, [@yournorthwestiebestie](#) (highlighting experiential gifting options to post in November/December for the holidays)

- Emily Molina will produce a blog post highlighting outdoor activities on Camano Island to publish July/August, pulling content from her hosted visit last fall
- ARC Seattle (CW/KOMO) Interviews
 - Glass Quest: Jessica McCready 1/21
 - Murder Mystery Weekend: Kim Tate 1/27

Upcoming Press Placements

- *Conde Nast Traveler* "Traveling to the Pacific Northwest" article inclusion on Whidbey
- *Bellevue Club Magazine*, feature in their May/June print magazine that is distributed to their club members highlighting May events: Penn Cove Water Festival, MusselFest, Camano Island Studio Tour, and Whidbey Island Culture Fest
- *Arc Seattle*, TV segment on Murder Mystery weekend
- *Arc Seattle*, TV segment on Glass Quest
- *Northwest Travel & Life*, Cultus Bay featured in roundup on female distillers
- *Tucson Lifestyle Magazine*, feature on ecotourism in Coupeville
- *AAA Magazine*, *Brad Wright, Spring 2025* Whidbey Island destination feature
- *Northwest Travel & Life*, *Emily Molina*, Camano Island feature slated for spring issue
- *Travel Connections* (podcast), feature on Amy Bush and Loyalsmith, January 24
- *The Vacation Mavens (podcast)*, feature on Mystery Weekend, January 28

Travel Trends that Align with Regenerative Tourism and the Values of Our Rural Community

(Continued from pg 1)

Rural tourism is heavily leaning into agri-tourism, where visitors get involved in farming activities, wine production, or food harvesting. Our recent article on this model being tested at the Organic Farm School illustrates how an existing business can grow through tourism and provide a unique and educational experience to the visitor.

This type of traveler often seeks out local experiences that are off the beaten path, such as artisan workshops, food tours, boutique shops, or locally owned cafes and restaurants. Instead of spending money in large chain stores or resorts, they direct their spending to small businesses, thus helping local economies thrive.

Small businesses in niche markets—like handcrafted goods, specialty foods, or unique cultural experiences—benefit from the demand generated by experiential travelers. These travelers tend to value authentic, personalized experiences, which can be a boon for businesses that offer products or services that aren't available through mass-market channels.

In many rural markets, there is an emphasis on preserving and showcasing cultural heritage, whether through historical

tours, folk festivals, or craft traditions. These kinds of cultural experiences draw tourists who are keen on learning about local history and customs.

Local festivals and events and regional festivals, including agricultural fairs, traditional music events, or food-focused celebrations, continue to attract visitors looking to connect with rural traditions.

In short, experiential travelers provide a direct and indirect boost to small businesses by spending money on local goods and services, helping to preserve culture, promote sustainable practices, and support the local economy.

Experiential travel creates the space for authentic, immersive connections, and regenerative tourism ensures those connections have a lasting, positive impact on the world.

Regenerative and Experiential Travel together form a travel philosophy that values not only the personal experience but also the broader responsibility of the traveler to nurture and protect the places they visit making tourism a benefit to our communities.



Brand Management, Creative & Digital Services

Scott and Kerry Rosenkranz

Creative services

The January PBS ad is running now centered around embracing the quiet season.

After numerous rounds of feedback and review the updated map brochure was released to the printer and has moved through color proofing. It should be on press by the time you read this and deliver 5-7 days after that. Improvements included updated charging station locations, Travel Notes and revised key structure.

We produced a new "Embrace Whidbey Island by Bike" full page advertorial for placement in the March issue of 425 Magazine.

And work has started on concepts for the re-imagined version of this newsletter, and the March/April PBS ad

Embrace Whidbey Island by Bike



A bike ride along Brooks Hill Road is stunning in its simplicity. The road, lined by towering evergreens, rises through the trees. Wide shoulders offer comfort for cyclists pedaling from Langley to Lone Lake and beyond. Thoughtfully center on Whidbey Island's natural beauty.

Then there's Ebey Road, a flat stretch that opens to pastoral views across historic Ebey's Landing as lakes glide from Coupeville toward the coastline. Or, consider taking Crescent Harbor and Taylor roads on another day following U.S. Bike Route 97 north from Oak Harbor to Deception Pass State Park.

Artisanship experiences like this every time you escape the mainland for a getaway on Whidbey Island, an easy-to-reach biking refuge only 30 miles from downtown Seattle. Pack your essentials on your bike or your back, leave the car behind, and explore the island vehicle-free.

HERE ARE WAYS TO MAKE IT HAPPEN. Start planning your island cycling experience with "A Bicycle's Map of Island County," produced by Island County Public Works. This detailed map displays recommended scenic bike routes and provides insights on other major and nearby roads. The map also highlights neighborhood taverns, multi-use paths, local trails, and U.S. Bicycle Route 97's path from Coupeville north to Deception Pass State Park.

Maps are free and can be obtained at island visitor centers, libraries, bike shops, and stopping by Island County Public Works at 146 6th St. in Coupeville. Maps are also available by contacting the Embrace Whidbey and Camano Islands tourism office (email: isw@whidbeycamanoislands.com; website: <https://whidbeycamanoislands.com/embrace>).

The same bike routes are also available on RideWithGPS.com, the popular route to navigation system. Visit the website, download the free app, and access the roads on a phone.

Book your getaway today at Whidbey-CamanoIslands.com




MAP COURTESY: ISLAND COUNTY



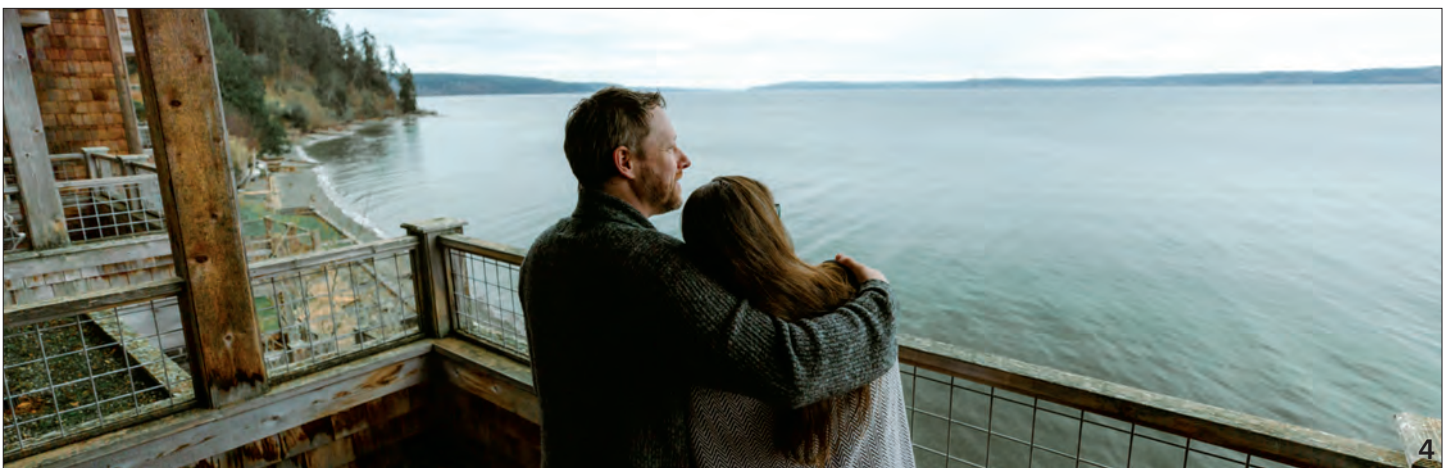
The cozy season

January 2025



Romantic stay, a good book & a bit of mystery

February 2025



Digital services

Just to repeat, January website traffic is up 41% compared to January 2024. Contributing factors might include the increased amount of content and event calendar listings going up on the site, the growth in social media presence and strong media coverage.

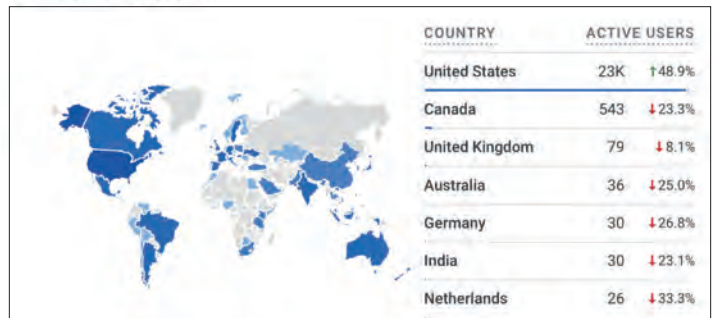
In the last month 27 events were added to the site's events calendar, and a total of 10 new blog posts went live.

Interestingly, traffic from the U.S. was up 49%, while traffic from other countries was down by an average of 23%.

January's email newsletter performed solidly, but with room for improvement having an open rate of 12% (excluding Apple MPP opens). The Click rate was strong at 2.3%.

January e-newsletter

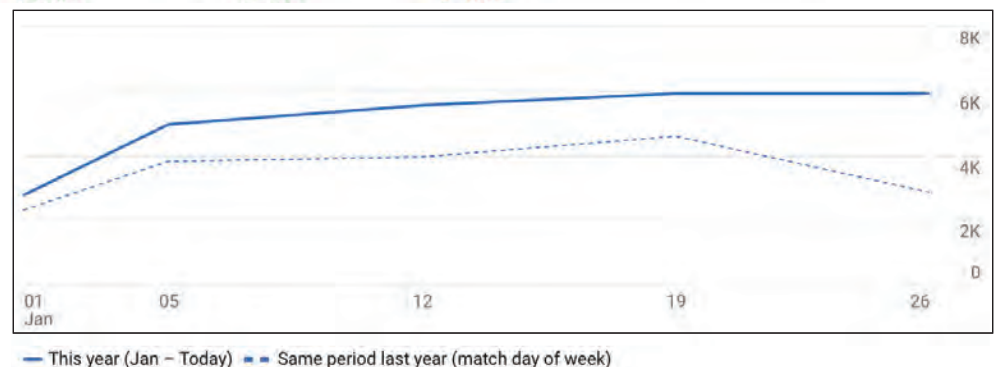
Active users™ by Country



Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Whidbey Island and Camano Island -...	7.2K ↑50.1%
Jets on Whidbey - Carrier Landing P...	2.8K ↑42.3%
Things to Do on Whidbey and Cama...	2.1K ↓0.9%
Whidbey Island Ferry Schedules - W...	2.2K ↑758.4%
How to Get to Whidbey Island includ...	1K ↓18.3%
Insider's Hints: Taking the ferry to W...	834 ↑54.2%

Active users [?] 24K ↑41.6%
 New users [?] 24K ↑41.8%
 Average engagement time per active user 50s ↓16.9%



ComputerPIX

Digital Marketing

Jack Penland

Website Attribution

As per the December 2024 Digital Report, we now are starting to get some preliminary data that shows how users of the website content translate into visitors to Island County.



In November, we added code to all the website pages that allows our site to input data into the Datafy dashboard. At this time, we have data from 11/26/2024 through 12/21/2024. It's not quite a month, but it starts to allow us to anticipate trends associated with visitors. We chose 20 miles as the minimum distance so we could pick up visitors from the counties surrounding Island County.

These figures are very preliminary and most certainly will be revised as the technology matures, but over this period, there were 1554 trips to one of the islands that happened after someone viewed the website.

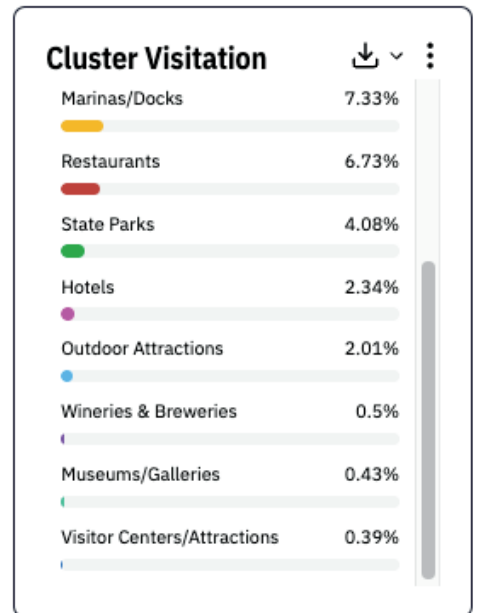
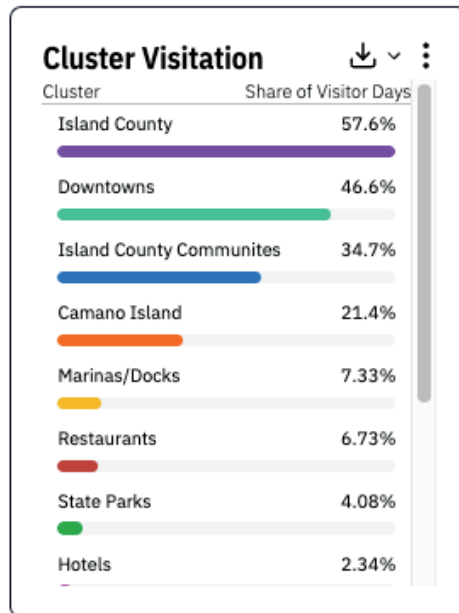
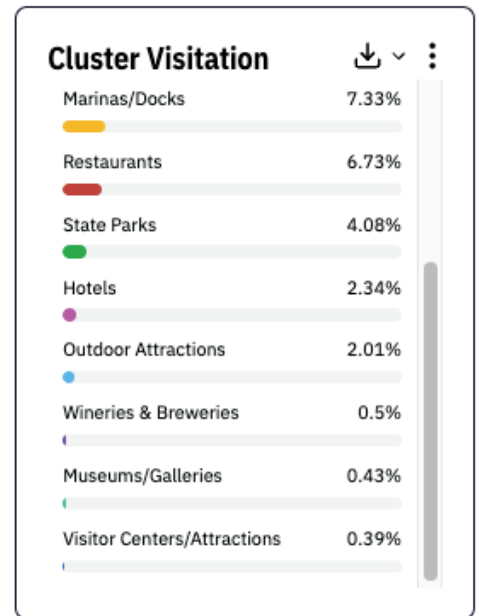
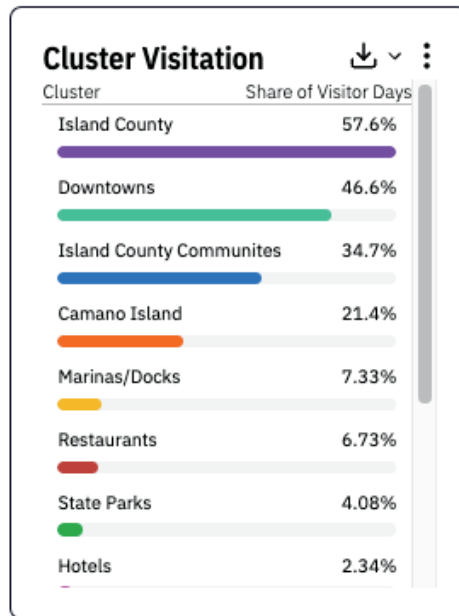
ATTRIBUTABLE TRIPS 1,554	UNIQUE REACH 20,618	EST. CAMPAIGN IMPACT \$163,360	TOTAL WEBSITE SESSIONS 22,932
WEBSITE PAGEVIEWS 41,107	AVG. TIME ON SITE 3 min 17 sec	AVG. ENGAGEMENT RATE 48.2%	

November Visitation Update from Datafy

Total trips in November were down 12.8% from last year with a total of 635,224 trips. The number of days, however, was up. There were 866,042 visitor days, an increase of 0.4% from a year ago.

 TOTAL TRIPS 635,224 Trips	 VISITOR DAYS 866,042 Days	 AVG LENGTH OF STAY 1.4 Days
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Datafy allows us to group similar items into clusters such as downtowns, restaurants and marinas. While some categories were significantly lower than in 2023; Downtowns -9.21%, Marinas/Docks -18%, Restaurants -18.1%, Outdoor Attractions -9.44%, and some were a little lower than the same time period in 2023; State Parks -2.92%; Hotels -4.26%, others saw increased visitation from November 2023; Island County +2.24%, Camano Island +4.52%, and Wineries/ breweries +19.3%.



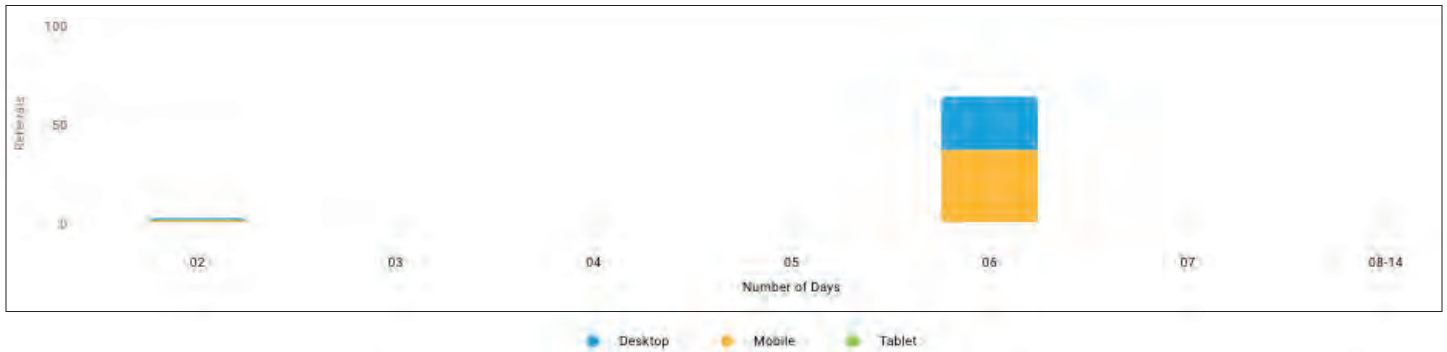
Book Direct December Visits

There were 388 searches for lodging via the website in December, down from November's 432 searches that were up from October's 376 searches. That produced 218 referrals for December, an increase from November's 152 referrals.

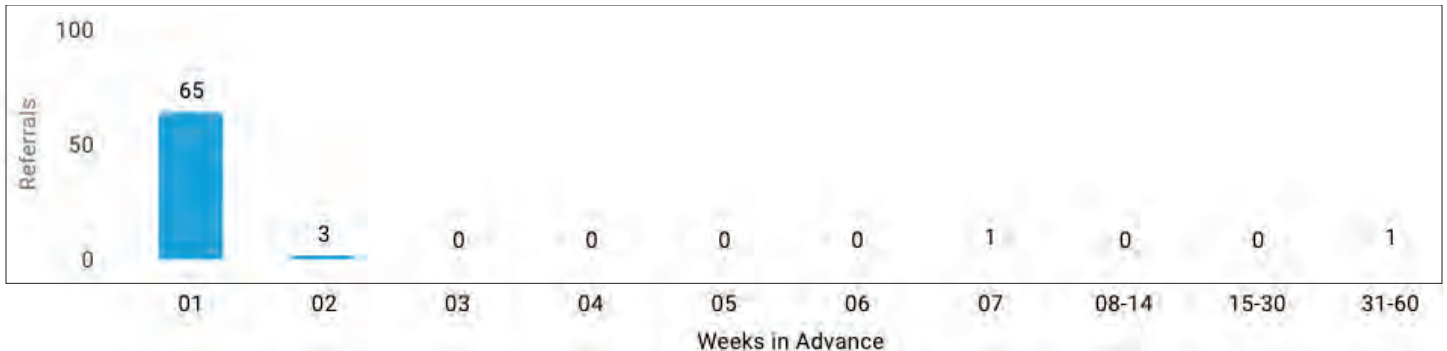


Nearly all bookings were spur of the moment, booking a week or less in advance, but they were booking for a long stay. A majority of the referrals were for six days.

Referrals by Length of Stay (Days)

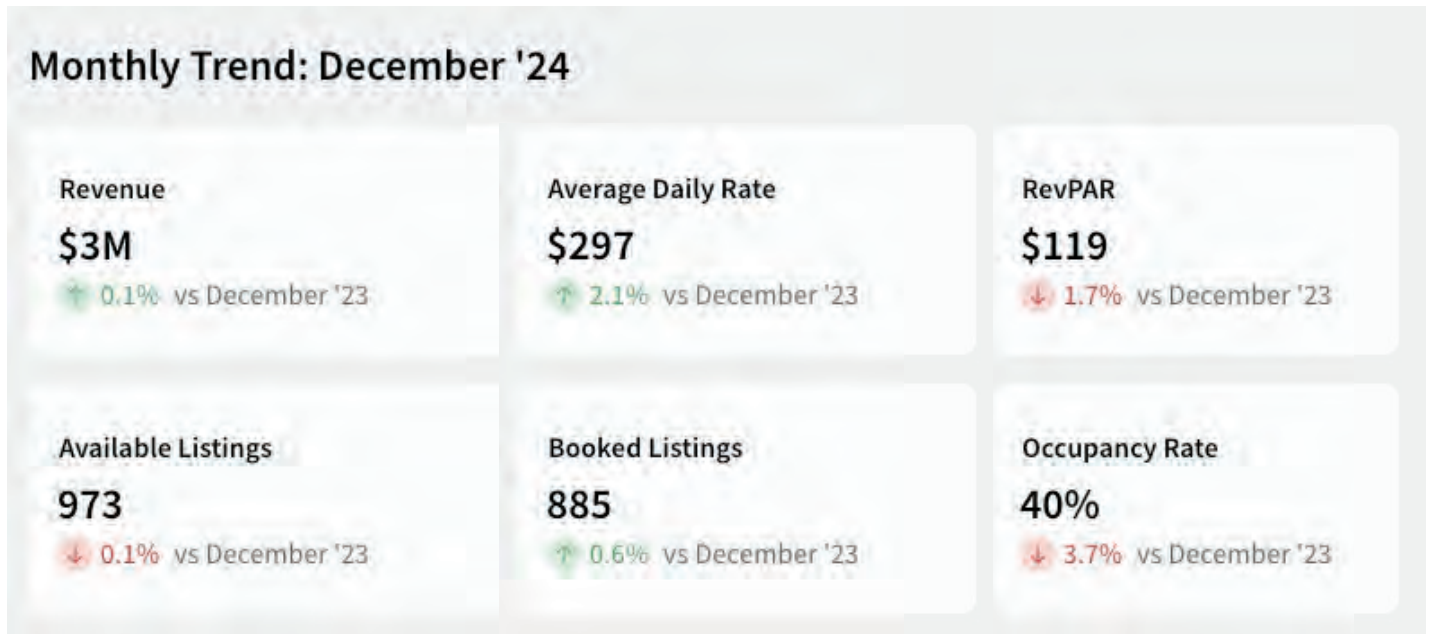


Referrals by Time in Advance



Air DNA December Data

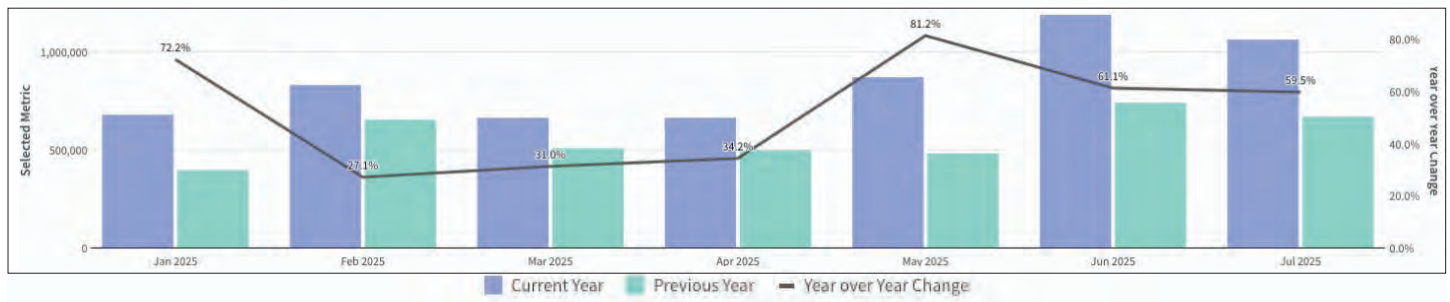
Our month of Island County short-term rentals shows 973 available listings, essentially the same as a year ago. Rates are somewhat higher with an average of \$297 a night. The occupancy rate is notably lower, down 3.7% from 2023.



Advance Bookings (Pace Report)

As noted in our last report, short-term rentals in 2025 are looking to be much busier than in 2024. Each of the first seven months of 2025 is from 27% to 81% ahead of 2024.

How is the future pacing compared to the same period last year? ⓘ

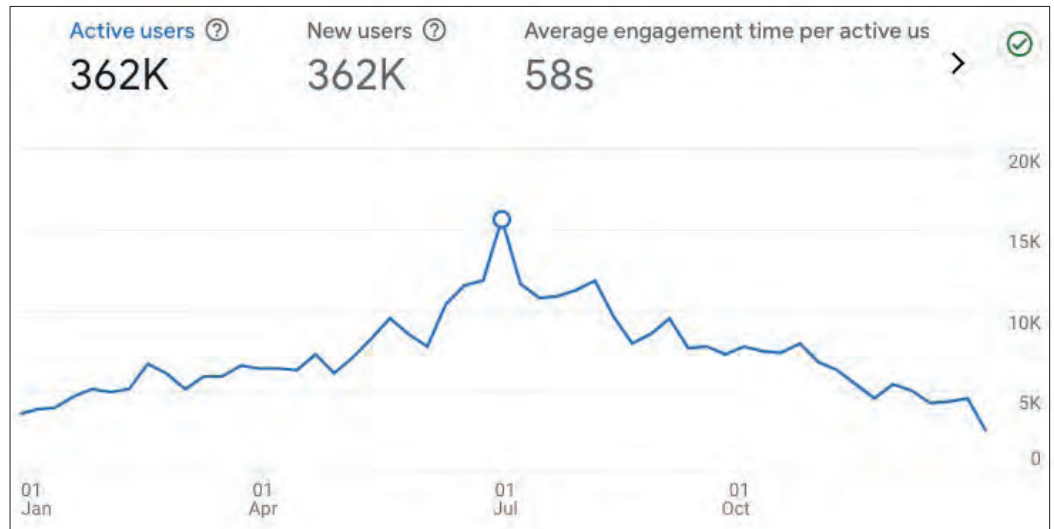


Website

December traffic to the website as measured by Google Analytics in 2024 was well ahead of 2023, up 24.7%, with 20K visitors.



362K people visited the website in 2024.



Google Analytics forced a move from version 3 to version 4, a change we made in early March of 2024. Therefore, we don't have comparable analytics for the entire year. However, when we compare March 15 through the end of the year, the number of active users was up 23% over 2023. However average engagement time, slipped a bit.



Further information available by request.