

Island County Joint Tourism Promotion Program

Executive Board Meeting Minutes

Monday, August 31, 2026

10:01 a.m. – 11:26 a.m.

Virtual Meeting

1. Call to Order

Mayor Kennedy Horstman called the meeting to order at 10:01 a.m.

2. Roll Call

Executive Board Members Present:

- Kennedy Horstman, Mayor, City of Langley
- Bryan Stucky, Oak Harbor City Councilmember
- Jackie Henderson, Coupeville City Councilmember

Executive Board Member Absent:

- Jill Johnson, Island County Commissioner

Staff Present:

- Lee Ann Mozes, Tourism Program Manager

Guest:

- Gregg Lanza, Advisory Committee Member

A quorum was present.

3. Public Comment

No members of the public were present. No public comment was received.

4. RFQ Evaluation Rubrics

Tourism Program Manager Lee Ann Mozes presented the evaluation rubrics and evaluator reference guides developed for the five Requests for Qualifications (RFQs):

- Content Development Services
- Creative Production Specialist
- Digital Services Specialist
- Media Relations & Public Relations Services
- Social Media Management Services

The Board discussed the scoring methodology, weighting of evaluation criteria, the large number of submissions received, and the need for a consistent and manageable evaluation process.

The Board reached consensus to simplify evaluator scoring by using a **1–5 rating scale for each evaluation category**, with the category weighting then applied to the rating. This approach was intended to improve consistency among evaluators while preserving the relative importance assigned to each category.

The Board also discussed potential adjustments to individual rubric criteria, including the importance of collaboration and communication skills, public-facing judgment, use of artificial intelligence and emerging tools, and references. The Tourism Program Manager will incorporate the discussed revisions into the evaluation materials.

No separate formal vote was taken on final approval of the evaluation rubrics.

5. Initial RFQ Application Screening

The Board discussed the volume of RFQ submissions and the need for an initial screening process before full evaluation.

Motion: Authorize the Tourism Program Manager to conduct an initial screening of RFQ submissions based on the following criteria:

- Likely ability to be available in person on Whidbey or Camano Island as required;
- Compliance with RFQ submission instructions;
- Proposed cost being within a reasonable range; and
- Demonstrated familiarity with Island County.

The Board agreed that the Tourism Program Manager would use professional judgment in determining reasonable cost based on the individual scope of each RFQ.

Motion seconded.

Vote: Motion passed unanimously by the members present.

6. RFQ Review, Interview and Recommendation Process

The Board discussed roles and responsibilities for proposal review, interviews, recommendations, and final contractor selection.

The Tourism Program Manager explained that Advisory Committee representatives Gregg Lanza and Lynda Eccles had previously been selected to participate in the review and interview process. Due to uncertainty regarding Lynda Eccles' availability, Lee Ann Mozes agreed to contact her and confirm whether she would be able to participate.

If Lynda Eccles is unavailable, Jackie Henderson agreed to assist with proposal review.

Proposal materials will be provided electronically to reviewers along with the evaluation rubrics. Reviewers will independently evaluate submissions and return completed scoring materials to the Tourism Program Manager for compilation.

The Board agreed to advance the **top three candidates for each RFQ to interviews**, with flexibility to include additional candidates in the event of a scoring tie or other circumstances warranting further consideration.

The Board discussed conducting interviews virtually or in person. Initial interviews may be conducted virtually or in person as appropriate. If the interview panel is unable to determine a clear preferred candidate, an additional in-person interview may be conducted.

To maintain consistency, the same interview participants will evaluate all candidates being considered for a particular RFQ.

Executive Board members identified the following areas in which they would participate in interviews:

- **Kennedy Horstman:** Digital Services Specialist and Content Development Services
- **Bryan Stucky:** Social Media Management Services
- **Jackie Henderson:** Creative Production Specialist and Media Relations & Public Relations Services

The Tourism Program Manager will develop consistent interview questions and coordinate interview scheduling.

Following interviews, the Tourism Program Manager will bring final recommendations to the Executive Board for consideration and final contractor selection.

7. RFQ Selection Timeline and Next Steps

The Tourism Program Manager reviewed the established RFQ timeline:

- **September 1–4, 2026:** Proposal review
- **September 14–18, 2026:** Candidate interviews
- **Late September–October 2026:** Contractor selection and contract development
- **November 1, 2026:** New contracts begin

The Board discussed the possibility that transition or overlap may be necessary during October for certain scopes of work, particularly Digital Services.

The Tourism Program Manager confirmed that all current service providers submitted qualifications for their respective areas.

8. Board Member Updates

Bryan Stucky reported no updates.

Jackie Henderson reported no updates.

Kennedy Horstman reported no additional updates.

9. Adjournment

Mayor Kennedy Horstman adjourned the meeting at **11:26 a.m.**