

Island County Joint Tourism Promotion Program

Executive Board Meeting Minutes

Date: October 1, 2026

Time: 11:00 AM – 11:14 AM

Location: Virtual Meeting

1. Call to Order

- Chair Kennedy Horstman called the meeting to order at 11:00 AM and conducted roll call.

2. Attendance and Quorum

- Board Members Present: Kennedy Horstman, Chair and Mayor of Langley; Bryan Stucky, Oak Harbor City Councilmember; Jackie Henderson, Coupeville Town Councilmember.
- Board Members Absent: Jill Johnson, Island County Commissioner.
- Staff Present: Lee Ann Mozes, Joint Tourism Program Manager.
- Guests Present: Frank (last name not identified in the transcript) and Jessica McCready (name as transcribed).
- Quorum: Three of the four board members were present, constituting a quorum.

3. Public Comment Period

- The Chair opened public comment, with comments limited to three minutes per person on matters related to Island County Tourism.
- Jessica expressed appreciation for the work being done. No other public comments were offered.

4. 2026 RFQ Selection and Contract Negotiations

- Lee Ann Mozes presented recommendations following review of more than 200 submissions and interviews. She thanked the board and Advisory Committee members Gregg Lanza and Lynda Eccles for their participation.
- Media Relations and Public Relations: ON PR was recommended based on its interview responses, knowledge of the program, established partner relationships, and continuity during the transition. Bryan Stucky supported the recommendation.
- Content Development: Gatlin Creatives and Ava Tolcacher were recommended for their complementary strengths and original photo and video capabilities. Gatlin would primarily cover North Whidbey and Ava South Whidbey, with Central Whidbey and Camano assignments shared as needed. Jackie Henderson supported the recommendation.
- Creative Services, Digital Services, and Social Media Management: Baylii was recommended to coordinate all three service areas. Board discussion addressed its preparation, proactive approach, appropriate use of artificial intelligence, and clarity regarding deliverables and scope.

Proposed Monthly Retainers

The Program Manager presented the following proposed retainers from the RFQ responses as starting points for contract negotiations.

Provider	Services	Monthly Retainer
ON PR	Media Relations and Public Relations	\$6,000
Gatlin Creatives	Content Development	\$3,200
Ava Tolcacher	Content Development	\$2,400
Baylii	Creative, Digital, and Social Media	\$9,600

In response to the Chair's budget question, the Program Manager stated a goal of approximately \$30,000 per month for these services. She clarified that the request was to begin negotiations and that final contract amounts were not being approved.

A question was raised about whether an executive session would be appropriate for negotiations. The Chair clarified that her question concerned the proposed starting point relative to the budget. No executive session was convened.

Board Action

- Action: Authorize Lee Ann Mozes to proceed with contract negotiations with ON PR, Gatlin Creatives, Ava Tolcacher, and Baylii for the recommended service areas.
- Method: The Chair asked whether there were any objections to the authorization request. No objections were raised.
- Disposition: Approved by unanimous consent of the members present. No separate motion, second, or counted vote was recorded.

5. Follow Up Items

- Bryan Stucky requested that the recommended providers' RFQ submissions be forwarded to board members. Lee Ann Mozes agreed to provide them.
- The Program Manager also agreed to send her transition roadmap for the coming months and through year end, and invited board members to identify omissions and provide feedback. No additional board action was taken.

6. Adjournment

- Chair Kennedy Horstman adjourned the meeting at 11:14 AM.