

Island County Joint Tourism Promotion Program

Executive Board Meeting Minutes

Date: October 15, 2026

Time: 11:07 AM – 11:19 AM

Location: Virtual Meeting

1. Call to Order

- Chair Kennedy Horstman called the meeting to order at 11:07 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.
- Quorum: Three of the four board members were present, constituting a quorum.

3. Public Comment Period

- The Chair opened the floor for public comment. No public comments were offered.

4. Program Manager Report

- Contract negotiations with the selected marketing contractors were completed without significant issues. The Program Manager outlined the County contract review and approval process, including review by applicable County offices, contractor and Joint Tourism Chair signatures, and final approval by the Board of County Commissioners.
- At the time of the meeting, Ava Tolcacher's contract and Baylil Branding's contract had been sent for signature; and the public relations contract remained under review.
- Gatlin Creatives was not expected to begin in-person content capture in November and may begin around January, although other assignments may be possible in the interim.
- The Program Manager reported progress transitioning digital accounts, files, passwords, and two-factor authentication to County control, with new contractor access to be assigned in November. An onboarding resource was being prepared.
- Ava Tolcacher was scheduled to begin content creation in October with a mushroom-hunting tour story.
- In response to a board question, the Program Manager reported new marketing contractor costs of \$21,200 per month (\$254,400 annually), compared with approximately \$21,500 per month previously, within the \$800,000 annual program budget.

5. Executive Board Meeting Schedule

- The Program Manager reviewed the Board's earlier decision to meet monthly during the program transition, although the Interlocal Agreement provides for quarterly meetings. She indicated she was comfortable returning to a quarterly schedule.

Board Action

- Motion: Chair Kennedy Horstman moved to shift from monthly to quarterly meetings effective January 2027, with no additional regular meetings during the remainder of 2026.
- Second: Jackie Henderson.

- Discussion: The Board confirmed the regular meeting time would remain the third Thursday at 10:00 AM. Additional meetings may be called if needed.
- Disposition: Motion passed unanimously by the three members present.

6. Board Member Updates

- A board member reported forwarding the Program Manager's outreach email to local contacts and noted that two businesses had expressed interest. No further substantive updates were offered.

7. Adjournment

- Chair Kennedy Horstman adjourned the meeting at 11:19 AM.