



**Thurston County Hotel & Motel Commission Meeting Agenda
Monday, April 30, 2018 • 3:30 pm**

ATTENDEES: Greg Taylor, Valerie Walters, Nick Durant, Michael Gustaves, Jeff Bowe, Craig Ottavelli (staff)

MINUTES

1. Welcome & Call to Order – **Chair Michael Gustaves called the meeting to order at 3:40 pm.**
2. Consent Calendar – **It was moved, second, passed unanimously to approve the Consent Calendar as presented.**
 - a. Approval of February 26, 2018 Minutes
 - b. Financials
3. STR Report – Commissioners reviewed the March STR report and scorecard. All marketing and communications are on pace to meet annual goals.
4. Marketing & Communications Report – Commissioners reviewed the 2018 Business and Marketing Plan.
5. Event Grant Program – The VCB currently budgets for event sponsorships and bid fees. Criteria for evaluating recipients are room nights, economic impact, potential for growth, community interest, and industry influence. Commissioners reviewed current practices, discussed the existing LTAC funds, and explored best practices. Consensus of commissioners is the VCB should continue with current event grant practices including a marginal increase in the budgeted amount.
6. Items from the Floor
 - a. As the official sports commission the VCB is working with Lacey and other jurisdictions to market sports events in Thurston County.
 - b. Commissioners are encouraged to submit agenda item requests for background briefings, specific topics, etc.
7. Adjournment – **Chair Michael Gustaves adjourned the meeting at 4:30 pm.**

Next Meeting: June 25, 2018