



Thurston County Hotel & Motel Commission Meeting Agenda Monday, December 16, 2019 • 3:30 pm

AGENDA

1. Welcome & Call to Order – meeting called to order at 3:47pm
2. Consent Calendar (items of a routine nature)
 - a. Approval of October 28th, 2019 Minutes
 - i. *Shauna suggested Change 'Gaming Industry' to 'E-sports throughout'.*
 - b. Financials
 - c. Accept Michael Gustaves Resignation
 - d. **Motion to accept consent calendar as presented with the above minutes changes raised, seconded, unanimously passed.**
3. Elect New Chair
 - a. Angie recommends Russ Hickey as the chair. Chami recommends Jeetu Chaudry as the chair. **Motion to postpone the election of the new chair until February meeting raised, no second.**
 - b. **Motion to elect Russ Hickey as the new chair raised, seconded and passed. Chami Ro votes against.**
4. Marketing & Communications Report
 - a. VCB launched marketing promotion around Chehalis Western Trail.
 - b. Moira Davin is leaving the VCB and moving to Montana. VCB is reevaluating the organization and the next steps for the position moving forward.
 - c. VCB went out to RFP for public relations contractor and will be working with a JayRay Advertising & PR.
 - d. Shauna distributed the scorecard – *Shauna will send the scorecard to any commissioners who didn't receive it from the VCB last week.*
 - e. Three of four Marketing & Communications Goals have been exceeded this year. VCB anticipates meeting or exceeding all goals by the end of the year.
 - f. *OrgSupport will follow up regarding Chami's meeting communication to ensure that she is getting meeting invites.*
5. TPA Administration
 - a. Shauna thanked the Board of County Commissioners for agreeing to extend the VCB's contract with Thurston County.
 - b. Audit of whether all hotels are contributing to TPA funds – VCB is working with the county on that. The county has reported that the information is not as easy to access as it used to be. It is possible that the VCB would not be able to report on which hotels are paying and not paying, but they could report a summary of numbers of hotels paying taxes.



- c. Shauna currently serves as the president of the Washington Society of Destination Marketing Organizations. They are finalizing a legislative agenda for 2020, and one item is proposing changes to the Washington RCW for TPA's to increase the cap for the \$2 per room night sold. Another addition is to add a 'kill clause' – the idea that hotels have the ability to disband the TPA if they feel as though the funds are not being used for their original intent. They also are considering adding in a definition of 'tourist' into the RCW. Shauna will share the final 2020 WSDMO agenda when it becomes available, it will be ready by the next meeting.
- d. Per policy, it was time to revisit the TPA Administration contract and go to RFP. Upon further research of cost and best practice the VCB decided to bring administration duties in house. The VCB will manage the meetings moving forward. Shauna thanked OrgSupport for their support of the TPA Commission over the years. Historically, TPA is slated for up to six meetings every year. This has not happened due to quorum issues in the past. Shauna recommends that we move to 4 (quarterly) meetings. By lowering the number of meetings, we might have increased attendance. Russ' input – Russ likes the 6 meetings format, it is a good networking opportunity and a learning opportunity. VCB recommends that the meetings are hosted on a rotating basis at the commissioner's hotel, and having a social hour after.

6. Items from the Floor

7. Adjournment – **Motion to adjourn at 4:24 raised, seconded, unanimously passed.**

Next Meeting:

February 24, 2020