



Thurston County Hotel & Motel Commission Meeting Agenda
OrgSupport Offices, 2102 E Carriage Drive SW, Olympia, WA
Monday, February 25, 2019 • 3:30 pm

AGENDA

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
 - a. Approval of December 3, 2019
 - b. Financials
3. 2019 Budget Update
4. STR Report
5. Marketing & Communications Report
6. Items from the Floor
7. Adjournment

Next Meeting: April 29, 2019



Thurston County Hotel & Motel Commission Meeting
OrgSupport Offices, 2102 E Carriage Drive SW, Olympia, WA
Monday, December 3, 2018 • 3:30 pm

ATTENDEES

Jeetu Chaudhry, Greg Taylor, Ryan Kang, Michael Gustaves, Shauna Stewart, Russ Hickey, Angie Evans, Craig Ottavelli (staff)

ACTION ITEMS

OrgSupport will prepare and transmit a letter recommending appointment of the newly nominated individuals and their respective position numbers to the Thurston County Board of Commissioners.

MINUTES

1. Welcome & Call to Order – **Chair Gustaves called the meeting to order at 3:30 pm.**
2. Roll Call:
 - a. Jeetu Chaudhry
 - b. Greg Taylor
 - c. Ryan Kang
 - d. Michael Gustaves
3. Consent Calendar – **It was moved, second, passed unanimously to approve the Consent Calendar as presented.**
 - a. Approval of September 24, 2018 Minutes
 - b. Financials
 - c. Potential & Renewal Commissioners – Commissioners discussed prospective and renewing Commissioners. **It was moved, second, passed unanimously to nominate for appointment to the Thurston County Hotel and Motel Commission Anmol Singh, Angie Evans, Russ Hickey, Gabriella Gonzales, and reappointment of Jeetu Chaydhry.** *OrgSupport will prepare and transmit a letter recommending appointment of the newly nominated individuals and their respective position numbers to the Thurston County Board of Commissioners.*
 - d. Ryan Kang – Position 2, is unable to continue to serve.
4. Communication with Commissioners – It is important to confirm a quorum will attend meetings with sufficient time to notice meetings. Commissioners reviewed contact information.



5. 2019 Budget Update – The budget will need adjustments at some point during the 2019 year due to municipal LTAC investments. The City of Tenino is investing \$5k from their general fund to support their product development strategy. The City of Yelm is allocating funds to the VCB for the 2018 and 2019 years.
6. STR Report & Marketing and Communications Report – Commissioners reviewed the October Scorecard. Additional efforts have focused on bike market products. A new sales and marketing specialist has joined the VCB team. A visitor center task force is being launched to explore options for providing visitor services.
7. Items from the Floor
8. Adjournment – **With no further business Chair Gustaves adjourned the meeting at 4:25 pm.**

Next Meeting: February 25, 2019

Olympia-Lacey-Tumwater Visitor & Convention Bureau

Profit & Loss Budget Performance

December 2018

Accrual Basis

	Dec 18	Budget	% of Budget	Jan - Dec 18	YTD Budget	% of Budget	Annual Budget
Income							
40000 · LTAC							
40110 · LTAC-Lacey Tourism	6,666.67	6,666.67	100.0%	80,000.00	80,000.00	100.0%	80,000.00
40120 · LTAC-Olympia Tourism	8,333.33	8,333.33	100.0%	100,000.00	100,000.00	100.0%	100,000.00
40130 · LTAC-Tumwater Tourism	0.00	2,177.67	0.0%	26,132.00	26,132.00	100.0%	26,132.00
Total 40000 · LTAC	15,000.00	17,177.67	87.32%	206,132.00	206,132.00	100.0%	206,132.00
40200 · Membership	2,000.00	1,500.00	133.33%	28,200.00	18,000.00	156.67%	18,000.00
40300 · Private Funds							
40310 · Advertising	0.00	0.00	0.0%	39,066.45	44,870.00	87.07%	44,870.00
40320 · Event Income	0.00	0.00	0.0%	12,280.00	25,300.00	48.54%	25,300.00
40330 · In Kind Event Income	0.00	0.00	0.0%	17,607.56	15,000.00	117.38%	15,000.00
40340 · Sponsorship	5,000.00	0.00	100.0%	55,386.00	50,000.00	110.77%	50,000.00
Total 40300 · Private Funds	5,000.00	0.00	100.0%	124,340.01	135,170.00	91.99%	135,170.00
40400 · TPA Income	79,772.77	80,294.34	99.35%	906,158.93	915,023.53	99.03%	915,023.53
Total Income	101,772.77	98,972.01	102.83%	1,264,830.94	1,274,325.53	99.26%	1,274,325.53
	101,772.77	98,972.01	102.83%	1,264,830.94	1,274,325.53	99.26%	1,274,325.53
Expense							
50100 · Marketing & Communications							
50110 · Advertising	65,870.00	12,650.00	520.71%	234,248.28	228,527.00	102.5%	228,527.00
50120 · Content Development	4,757.84	2,830.00	168.12%	38,288.07	34,960.00	109.52%	34,960.00
50130 · Distribution	1,057.89	0.00	100.0%	11,237.23	16,500.00	68.1%	16,500.00
50140 · Layout & Design	1,311.90	500.00	262.38%	11,267.28	17,300.00	65.13%	17,300.00
50150 · Media FAM Tours	652.76	730.00	89.42%	12,716.14	15,000.00	84.77%	15,000.00
50160 · Membership & Research	1,657.04	99.00	1,673.78%	20,132.41	22,154.00	90.88%	22,154.00
50170 · Printing & Brochures	2,338.90	0.00	100.0%	7,133.23	14,000.00	50.95%	14,000.00
50180 · Product & Development	3,802.78	4,500.00	84.51%	15,574.24	22,500.00	69.22%	22,500.00
50200 · Special Projects	277.60	0.00	100.0%	767.31	4,000.00	19.18%	4,000.00
50300 · Visitor Guide	0.00	0.00	0.0%	75,611.00	80,870.00	93.5%	80,870.00
50400 · Website	10,269.21	8,250.00	124.48%	72,445.14	71,883.80	100.78%	71,883.80
Total 50100 · Marketing & Communications	91,995.92	29,559.00	311.23%	499,420.33	527,694.80	94.64%	527,694.80
51000 · Community Relations							
51100 · Annual Meeting	0.00	0.00	0.0%	17,553.20	19,750.00	88.88%	19,750.00
51200 · Meals & Registrations	554.06	800.00	69.26%	3,555.49	4,250.00	83.66%	4,250.00
51300 · Member Events	464.35	0.00	100.0%	14,576.07	16,140.00	90.31%	16,140.00
Total 51000 · Community Relations	1,018.41	800.00	127.3%	35,684.76	40,140.00	88.9%	40,140.00
52000 · Sales							
52100 · Tradeshows	0.00	1,120.00	0.0%	18,275.85	19,560.00	93.44%	19,560.00
52200 · Event Sponsorship & Bid Fees	308.07	0.00	100.0%	6,883.78	13,700.00	50.25%	13,700.00
52300 · FAM Tours	400.00	25.00	1,600.0%	3,399.73	1,500.00	226.65%	1,500.00
52400 · Client Entertainment	5.78	100.00	5.78%	1,158.75	1,600.00	72.42%	1,600.00
Total 52000 · Sales	713.85	1,245.00	57.34%	29,718.11	36,360.00	81.73%	36,360.00
60000 · Operations							
60100 · Personnel Expense	39,259.94	45,894.03	85.55%	495,619.89	519,928.41	95.33%	519,928.41
60200 · Internet and Technology	2,900.94	3,667.92	79.09%	32,741.56	39,354.00	83.2%	39,354.00
60310 · Rent & Facility Charges	6,307.61	5,685.94	110.93%	69,558.09	68,231.24	101.95%	68,231.24

	Dec 18	Budget	% of Budget	Jan - Dec 18	YTD Budget	% of Budget	Annual Budget
60320 · Equipment	1,501.71	250.00	600.68%	1,544.05	3,000.00	51.47%	3,000.00
60340 · Insurance	229.00	0.00	100.0%	3,669.10	2,900.00	126.52%	2,900.00
60360 · Licenses & Fees	0.00	25.00	0.0%	10.00	200.00	5.0%	200.00
60380 · Postage and Shipping	324.32	200.00	162.16%	1,571.37	2,500.00	62.86%	2,500.00
60400 · Professional Development	562.42	0.00	100.0%	8,392.28	13,980.00	60.03%	13,980.00
60410 · Printing	239.87	400.00	59.97%	3,360.19	4,775.00	70.37%	4,775.00
60500 · Professional Fees	793.00	205.00	386.83%	8,747.32	14,300.00	61.17%	14,300.00
60550 · Repairs & Maintenance	0.00	125.00	0.0%	0.00	500.00	0.0%	500.00
60570 · Supplies	5,047.41	1,050.00	480.71%	10,620.83	12,000.00	88.51%	12,000.00
60580 · Travel Expenses	485.01	415.00	116.87%	19,528.18	17,075.00	114.37%	17,075.00
60600 · Bank Charges	21.45	10.00	214.5%	257.55	275.00	93.66%	275.00
Total 60000 · Operations	57,672.68	57,927.89	99.56%	655,620.41	699,018.65	93.79%	699,018.65
61000 · TPA Administration							
61105 · Marketing & Operations	6.20	15.00	41.33%	3,671.67	3,135.00	117.12%	3,135.00
61200 · Professional Fees	2,658.75	2,741.63	96.98%	31,540.42	32,900.00	95.87%	32,900.00
Total 61000 · TPA Administration	2,664.95	2,756.63	96.67%	35,212.09	36,035.00	97.72%	36,035.00
Total Expense	154,065.81	92,288.52	166.94%	1,255,655.70	1,339,248.45	93.76%	1,339,248.45
	-52,293.04	6,683.49	-782.42%	9,175.24	-64,922.92	-14.13%	-64,922.92
	244.93	13.00	1,884.08%	1,442.24	200.00	721.12%	200.00
	244.93	13.00	1,884.08%	1,442.24	200.00	721.12%	200.00
Net Income	-52,048.11	6,696.49	-777.25%	10,617.48	-64,722.92	-16.41%	-64,722.92
Mid year Adjsutment							65,000.00
Actual Net Income							277.08