



## Thurston County Hotel & Motel Commission Meeting Agenda Monday, February 26, 2018 • 3:30 pm

**ATTENDEES:** Jeetu Chaudhry, Greg Taylor, Valerie Walters, Nick Durant, Michael Gustaves, John Hutchings, Shauna Stewart, Craig Ottavelli (staff)

### MINUTES

1. Welcome & Call to Order – **Michael Gustaves called the meeting to order at 3:40 pm.**
2. Consent Calendar (items of a routine nature) – **It was moved, second, passed unanimously to approve the consent calendar as presented.**
  - a. Approval of November 20, 2017 Minutes
  - b. Financials
3. STR Report – Ms. Stuart reported on the 2018 scorecard included in the meeting packet. For 2018 occupancy was up 4.82%.
4. Marketing & Communications Report – The City of Olympia was recognized as one of the 29 best small cities in the US.
  - a. The Portland outreach resulted in two videos and substantial promotions related to the coffee trail.
  - b. The VCB also works as the regions Film Commission, hosting and supporting film crews and movie companies.
  - c. Copies were distributed of Handcrafted Meetings and Play It Different, available online at the VCB website [here](#).
  - d. Work continues between the Sports Commission and the Lacey Parks Board to promote sports facilities in the region.
5. Items from the Floor
  - a. Commissioners discussed leveraging TPA funds to for competitive grants to develop locally held events that bring travelers to the region. The VCB is currently exploring options for outreach and collaborating to bring events to the region, but does not have plans for a formal competitive process. Year one of a new event supported by a grant could lead to further/ongoing support by LTAC funds with sufficient tracking of room nights in partnership with local properties. Funding for a grant program for events based on a percentage of carry over funds from the previous year would impact the overall budget differently. Benefits of a grant program would need to be considered in relation to missed opportunities for more traditional event and tradeshow development. The next TPA agenda will include ‘*Event Grant Program*’ to further the conversation about the pros and cons of providing limited grants for events that meet highly structured criteria.
6. Adjournment – **Chair Gustaves adjourned the meeting at 4:45 pm.**

**Next Meeting: April 30, 2018**