



**Thurston County Hotel & Motel Commission Meeting Agenda
OrgSupport Offices, 2102 E Carriage Drive SW, Olympia, WA
Monday, June 25, 2018 • 3:30 pm**

AGENDA

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
 - a. Approval of April 30, 2018 Minutes
 - b. Financials
 - c. Acceptance of Resignation by Nick Durant, Yelm Prairie Hotel
3. STR Report
4. Marketing & Communications Report
5. 2019 Budget Discussion
6. Recommendation to the Board of County Commissioners to Fill Vacant Seat
7. Items from the Floor
8. Adjournment

Next Meeting: August 27, 2018



**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

Olympia-Lacey-Tumwater Visitor & Convention Bureau
Revenue & Expense Budget Performance
April 2018

Accrual Basis

	Apr 18	Budget	% of Budget	Jan - Apr 18	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
40000 - LTAC							
40110 - LTAC-Lacey	6,666.67	6,666.67	100.0%	26,666.64	26,666.64	100.0%	80,000.00
40120 - LTAC-Olympia	8,333.33	8,333.33	100.0%	33,333.36	33,333.36	100.0%	100,000.00
40130 - LTAC-Tumwater	2,177.64	2,177.67	100.0%	8,710.65	8,710.64	100.0%	26,132.00
Total 40000 - LTAC	17,177.64	17,177.67	100.0%	68,710.65	68,710.64	100.0%	206,132.00
40200 - Membership							
40210 - New Memberships	0.00	300.00	0.0%	1,900.00	1,200.00	158.33%	3,600.00
40220 - Renewing Memberships	600.00	1,200.00	50.0%	7,450.00	4,800.00	155.21%	14,400.00
Total 40200 - Membership	600.00	1,500.00	40.0%	9,350.00	6,000.00	155.83%	18,000.00
40300 - Private Funds							
40310 - Advertising	0.00	0.00	0.0%	0.00	0.00	0.0%	44,870.00
40320 - Event Income	4,000.00	5,300.00	75.47%	4,000.00	5,300.00	75.47%	25,300.00
40330 - In Kind Event Income	0.00	0.00	0.0%	0.00	0.00	0.0%	15,000.00
40340 - Sponsorship	32,500.00	32,500.00	100.0%	33,586.00	32,500.00	103.34%	40,000.00
Total 40300 - Private Funds	36,500.00	37,800.00	96.56%	37,586.00	37,800.00	99.43%	125,170.00
40400 - TPA Income							
40410 - TPA Revenue	68,335.74	64,759.72	105.52%	259,909.93	249,763.46	104.06%	942,023.53
Total 40400 - TPA Income	68,335.74	64,759.72	105.52%	259,909.93	249,763.46	104.06%	942,023.53
Total Income	122,613.38	121,237.39	101.14%	375,556.58	362,274.10	103.67%	1,291,325.53
Gross Profit	122,613.38	121,237.39	101.14%	375,556.58	362,274.10	103.67%	1,291,325.53
Expense							
50100 - Marketing & Communications							
50110 - Advertising	16,638.49	16,613.34	100.15%	83,847.64	65,480.31	128.05%	216,527.00
50120 - Content Development	2,830.00	3,830.00	73.89%	11,320.00	12,320.00	91.88%	34,960.00
50130 - Distribution	0.00	0.00	0.0%	0.00	0.00	0.0%	18,000.00
50140 - Layout & Design	164.07	4,000.00	4.1%	2,575.01	8,300.00	31.02%	17,300.00
Total 50150 - Media FAM Tours	840.99	1,485.00	56.63%	2,602.48	6,920.00	37.61%	15,000.00
50160 - Membership & Research	609.59	5,500.00	11.08%	8,728.04	12,165.00	71.75%	22,154.00
50170 - Printing & Brochures	171.20	1,000.00	17.12%	587.87	2,000.00	29.39%	14,000.00
Total 50180 - Product & Development	0.00	6,500.00	0.0%	312.85	12,125.00	2.58%	22,500.00
Total 50200 - Special Projects	299.00	1,000.00	29.9%	346.10	1,000.00	34.61%	9,000.00
Total 50300 - Visitor Guide	0.00	0.00	0.0%	0.00	0.00	0.0%	80,870.00
50400 - Website	3,977.07	2,960.00	134.36%	43,282.78	39,297.80	110.14%	71,883.80
Total 50100 - Marketing & Communications	25,530.41	42,888.34	59.53%	153,602.77	159,608.11	96.24%	522,194.80
51000 - Community Relations							
Total 51100 - Annual Meeting	395.30	875.00	45.18%	595.30	875.00	68.03%	24,750.00
51200 - Meals & Registrations	134.19	300.00	44.73%	1,218.78	1,200.00	101.57%	4,250.00
Total 51300 - Member Events	671.96	1,635.00	41.1%	3,980.86	2,010.00	198.05%	16,140.00
Total 51000 - Community Relations	1,201.45	2,810.00	42.76%	5,794.94	4,085.00	141.86%	45,140.00
52000 - Sales							
Total 52100 - Tradeshows	718.34	2,600.00	27.63%	9,339.68	13,300.00	70.22%	19,560.00
52200 - Event Sponsorship & Bid Fees	742.80	0.00	100.0%	2,947.55	3,500.00	84.22%	8,700.00
Total 52300 - FAM Tours	0.00	25.00	0.0%	800.00	100.00	800.0%	1,500.00
52400 - Client Entertainment	0.00	100.00	0.0%	128.15	400.00	32.04%	1,600.00
Total 52000 - Sales	1,461.14	2,725.00	53.62%	13,215.38	17,300.00	76.39%	31,360.00
60000 - Operations							
Total 60100 - Personnel Expense	39,872.39	40,744.03	97.86%	166,957.26	162,976.17	102.44%	494,928.41
Total 60200 - Internet and Technology	3,091.42	2,488.75	124.22%	10,887.19	9,944.00	109.49%	29,854.00
60310 - Rent & Facility Charges	6,014.49	5,685.94	105.78%	22,827.41	22,743.72	100.37%	68,231.24
60320 - Equipment	0.00	250.00	0.0%	0.00	1,000.00	0.0%	3,000.00
60340 - Insurance	19.58	0.00	100.0%	3,214.18	2,900.00	110.83%	2,900.00
60360 - Licenses & Fees	0.00	0.00	0.0%	0.00	25.00	0.0%	200.00
60380 - Postage and Shipping	18.90	200.00	9.45%	379.46	800.00	47.43%	2,500.00
Total 60400 - Professional Development	861.67	695.00	123.98%	5,895.11	6,165.00	95.62%	12,980.00
60410 - Printing	397.01	425.00	93.41%	1,353.87	1,600.00	84.62%	4,775.00
Total 60500 - Professional Fees	104.00	55.00	189.09%	428.32	220.00	194.69%	14,300.00
60550 - Repairs & Maintenance	0.00	0.00	0.0%	0.00	125.00	0.0%	500.00
60570 - Supplies	366.96	825.00	44.48%	1,781.18	3,325.00	53.57%	10,000.00

	Apr 18	Budget	% of Budget	Jan - Apr 18	YTD Budget	% of Budget	Annual Budget
Total 60580 · Travel Expenses	1,650.10	2,950.00	55.94%	5,057.55	5,995.00	84.36%	17,075.00
Total 60600 · Bank Charges	0.00	57.50	0.0%	43.05	95.00	45.32%	275.00
Total 60000 · Operations	52,396.52	54,376.22	96.36%	218,824.58	217,913.89	100.42%	661,518.65
61000 · TPA Administration							
Total 61105 · Marketing & Operations	0.00	15.00	0.0%	2,562.54	2,465.00	103.96%	3,135.00
Total 61200 · Professional Fees	2,658.75	2,325.00	114.36%	10,270.42	9,300.00	110.44%	27,900.00
Total 61000 · TPA Administration	2,658.75	2,340.00	113.62%	12,832.96	11,765.00	109.08%	31,035.00
Total Expense	83,248.27	105,139.56	79.18%	404,270.63	410,672.00	98.44%	1,291,248.45
Net Ordinary Income	39,365.11	16,097.83	244.54%	-28,714.05	-48,397.90	59.33%	77.08
Net Other Income	85.68	15.00	571.2%	326.70	60.00	544.5%	200.00
Net Income	39,450.79	16,112.83	244.84%	-28,387.35	-48,337.90	58.73%	277.08