



**Thurston County Hotel & Motel Commission Meeting Agenda
Wednesday, October 20, 2021 at 3:30 pm
via Zoom**

AGENDA

1. Welcome & Call to Order
2. Consent Calendar
 - a. Minutes August 18, 2021
 - b. Financials July and August 2021
3. Board Administration
 - a. Discuss switching meeting days to Tuesdays at 3:30 p.m. or back to Mondays due to staffing conflict, approve meeting calendar for 2022
 - b. PPP forgiveness, upcoming American Rescue Plan grant to support the recovery and relaunch of tourism, recreation and entertainment industry through marketing, promotion and events.
4. CEO/Marketing & Communications Report
 - a. Scorecard revision will be shared next month via email.
 - b. Staff update and office move
 - c. Destination Development Plan
 - d. Destination Master Plan
 - e. Research and Marketing: Green Rubino/Tempest/MMGY – stakeholder meetings in person, last week of October, November 9-11, 2021, and Zoom meetings mid-November through December; new website, CRM, photo & video clip library
5. Upcoming Events:
 - a. Sports Awards, November 3, at 7 pm, via Zoom, email Jeff Bove for a link
 - b. Annual “Business” Meeting, Thursday, November 18, in person 9-11 am at Yelm Cinemas
 - c. CTA classes November 18th at Great Wolf Lodge from 12-4 pm and February 10th, 2022 TBD
6. Items from the Floor
7. Adjournment

Next Meeting: January 2022 at 3:30 pm via Zoom



**Thurston County Hotel & Motel Commission Meeting
Wednesday, August 18, 2021, at 3:30 pm
Via Zoom**

MINUTES

1. Welcome & Call to Order – Annette Pitts called the meeting to order at 3:34 pm

Members in Attendance via Zoom: Angie Evans, Jeetu Chaudhry, Chami Ro, Carolina Mejia, Adam Martinez

Members Absent: Satpal Sohal, Anmol Sangh (congrats on the new baby's arrival!)

VCB Staff in Attendance: Annette Pitts and Kelly Campbell

2. Consent Calendar

- a. Approval of June 30, 2021 Minutes - **Angie made a motion to approve the meeting minutes and Chami seconded. The motion passed.**

- b. Approval of May and June 2021 Financials - **Adam made a motion to approve the financials as presented and Chami seconded. The motion passed.**

3. Board Administration

- a. A motion was made by Adam Martinez to appoint Angie Evans as Board Chairperson. **Jeetu seconded. The motion passed.**

4. CEO/ Marketing & Communications

- a. We are in the process of revising our Scorecard, the new version will be ready this fall and will include KPI's that are measurable

- b. We have hired a Director of Marketing, Aly Laris, who will be joining us at the end of this month, with an additional staff member joining us in early October. Internally we have restructured with the result being new titles and the formation of an Executive team. New staff are reporting to each Jeff as the VP of Sales and Development and Kelly as VP of Finance & Administration.

- c. Annette shared the results of the Traveler sentiment survey and the DNext stakeholder surveys in July. Full DNext results will be shared later this year and is the 2nd part of the process initially started in 2016. The results from these surveys along with stakeholder 1 x 1 meetings this fall will help form our Destination Development plan and further supply data and support our long range strategic plan being created by MMGY who is well known in the tourism industry as the gold standard of long term planning.



a./b. Annette presented the 2021 mid-year budget presentation and the board reviewed the hard copies presented. **Adam Martinez motioned to approve the 2021 budget revision as presented and Angie Evans seconded. The motion passed unanimously.**

b./c. Our 2022 budget was presented and the power point shared. Annette shared the new research tools we are implementing and how we will be nimble in our marketing efforts as a result. **Adam Martinez motioned to approve the 2022 budget as presented and Chami Ro seconded. All members voted in favor and the motion passed.**

7. Items from the Floor:

Kelly encouraged the board to enroll in the CTA program and send front line staff to the CTA program we offer at the VCB. The next in person class is 9.15.21 and there is a virtual option on 10.7.21. Contact Jeff Bowe to enroll and information can also be found on our website, ExperienceOlympia.com.

8. Adjournment: Angie motioned to adjourn at 4:35 pm and Jeetu seconded. Meeting adjourned.

NEXT MEETING: WEDNESDAY, October 20, 2021, at 3:30 pm via ZOOM

Visitor and Convention Bureau of Thurston County

Profit & Loss Budget Performance

July through August 2021

Accrual Basis

	Jul 21	Budget	Aug 21	Budget	Jan - Aug 21	YTD Budget	Annual Budget
Income							
40000 · LTAC							
40110 · LTAC-Lacey	0.00	0.00	0.00	0.00	40,000.00	40,000.00	80,000.00
40115 · LTAC - Lacey Sports	0.00	0.00	0.00	0.00	2,010.00	10,000.00	20,000.00
40120 · LTAC-Olympia	0.00	8,333.33	0.00	18,333.33	34,587.32	66,666.67	100,000.00
40125 · LTAC-Olympia Sports	0.00	0.00	0.00	0.00	0.00	10,000.00	15,000.00
40130 · LTAC-Tumwater	0.00	0.00	0.00	0.00	34,000.00	34,000.00	34,000.00
Total 40000 · LTAC	0.00	8,333.33	0.00	18,333.33	110,597.32	160,666.67	249,000.00
Total 40200 · Membership	400.00	1,100.00	1,400.00	1,350.00	9,000.00	13,950.00	14,150.00
Total 40300 · Private Funds	0.00	0.00	180.00	0.00	50,800.00	95,370.00	119,370.00
40410 · TPA Revenue	68,886.16	63,000.00	71,085.45	73,000.00	465,916.93	488,000.00	850,000.00
Total 40400 · TPA Income	68,886.16	63,000.00	71,085.45	73,000.00	465,916.93	488,000.00	850,000.00
Total Income	69,286.16	72,433.33	72,665.45	92,683.33	636,314.25	757,986.67	1,232,520.00
Gross Profit	69,286.16	72,433.33	72,665.45	92,683.33	636,314.25	757,986.67	1,232,520.00
Expense							
50100 · Marketing & Communications							
Total 50110 · Advertising	2,000.00	7,300.00	20,686.72	17,012.72	52,143.72	53,734.72	181,982.00
Total 50120 · Content Development	3,250.00	2,450.00	11,300.00	6,750.00	34,937.50	41,600.00	64,850.00
Total 50130 · Distribution	0.00	0.00	0.00	0.00	5,513.34	11,100.00	11,100.00
Total 50140 · Layout & Design	0.00	1,250.00	15,607.50	16,650.00	16,685.00	25,400.00	65,700.00
Total 50150 · Media FAM Tours	0.00	2,050.00	219.77	1,950.00	610.09	5,750.00	10,000.00
50160 · Membership & Research	1,375.00	6,375.00	29,591.40	24,500.00	42,064.95	45,145.00	67,545.00
Total 50170 · Printing & Brochures	0.00	0.00	0.00	0.00	0.00	4,000.00	5,500.00
Total 50180 · Product & Development	660.00	1,400.00	0.00	0.00	5,857.85	6,300.00	67,800.00
50190 · Promotional Items	0.00	0.00	590.00	1,000.00	590.00	1,100.00	3,000.00
Total 50200 · Special Projects	-337.13		0.00		0.00		
Total 50300 · Visitor Guide	0.00	0.00	0.00	0.00	38,000.00	82,870.00	82,870.00
Total 50400 · Website	0.00	500.00	0.00	100.00	37,564.84	40,300.00	100,700.00
50500 · Visitor Services	154.00	1,000.00	86.10	1,000.00	838.73	4,000.00	11,500.00
Total 50100 · Marketing & Communications	7,101.87	22,325.00	78,081.49	68,962.72	234,806.02	321,299.72	672,547.00
51000 · Community Relations							
Total 51100 · Annual Meeting	0.00	0.00	0.00	0.00	0.00	0.00	31,250.00
51200 · Meals & Registrations	150.00	125.00	0.00	200.00	629.25	1,000.00	1,800.00
Total 51300 · Member Events	0.00		0.00		1,095.86		
Total 51500 · Sports Awards	0.00	0.00	0.00	0.00	0.00	0.00	3,925.00
Total 51000 · Community Relations	150.00	125.00	0.00	200.00	1,725.11	1,000.00	36,975.00
52000 · Sales							
Total 52100 · Tradeshow & Sales Missior	0.00	0.00	0.00	2,745.00	0.00	2,745.00	9,615.00
52200 · Event Sponsorship & Bid Fees	0.00	0.00	10,000.00	10,000.00	10,000.00	10,000.00	36,000.00
52250 · Sports Contract Services	0.00	1,000.00	0.00	1,300.00	0.00	2,300.00	7,500.00
52400 · Client Entertainment	0.00	0.00	0.00	250.00	0.00	250.00	2,000.00
Total 52000 · Sales	0.00	1,000.00	10,000.00	14,295.00	10,000.00	15,295.00	55,115.00
60000 · Operations							
Total 60100 · Personnel Expense	26,156.49	30,400.00	27,910.30	30,400.00	174,536.60	167,038.98	394,484.31
Total 60200 · Internet and Technology	2,126.53	1,487.50	1,009.29	1,487.50	10,731.93	10,498.00	18,273.00
60310 · Rent & Facility Charges	1,300.00	1,300.00	1,496.92	1,300.00	9,396.92	9,200.00	21,900.00
60320 · Equipment	0.00	0.00	0.00	0.00	1,963.55	1,000.00	5,000.00
60340 · Insurance	0.00	0.00	0.00	0.00	4,301.86	4,500.00	4,500.00

*pending board approval

	Jul 21	Budget	Aug 21	Budget	Jan - Aug 21	YTD Budget	Annual Budget
60360 · Licenses & Fees	0.00	0.00	10.00	0.00	74.24	0.00	200.00
60380 · Postage and Shipping	0.00	150.00	22.00	150.00	271.93	1,200.00	1,800.00
Total 60400 · Professional Development	872.62	500.00	350.00	0.00	3,302.62	6,000.00	12,990.00
60410 · Printing	188.49	200.00	182.76	225.00	1,278.97	1,125.00	2,200.00
Total 60500 · Professional Fees	150.21	125.00	394.41	125.00	25,149.12	25,750.00	26,750.00
60550 · Repairs & Maintenance	0.00	0.00	0.00	0.00	0.00	500.00	500.00
60570 · Supplies	351.69	300.00	94.41	400.00	1,249.95	1,400.00	3,000.00
Total 60580 · Travel Expenses	1,568.48	2,600.00	300.08	250.00	3,495.92	5,775.00	14,175.00
Total 60600 · Bank Charges	7.15	15.00	7.65	20.00	483.21	435.00	500.00
Total 60000 · Operations	32,721.66	37,077.50	31,777.82	34,357.50	236,236.82	234,421.98	506,272.31
61000 · TPA Administration							
Total 61105 · Marketing & Operations	0.00	25.00	0.00	35.00	3,159.52	4,215.00	4,250.00
Total 61200 · Professional Fees	766.75	771.00	2,407.75	771.00	7,719.75	9,616.00	12,700.00
Total 61000 · TPA Administration	766.75	796.00	2,407.75	806.00	10,879.27	13,831.00	16,950.00
Total Expense	40,740.28	61,323.50	122,267.06	118,621.22	493,647.22	585,847.70	1,287,859.31
	28,545.88	11,109.83	-49,601.61	-25,937.89	142,667.03	172,138.97	-55,339.31
Other Income							
98100 · Interest Income	228.54	150.00	229.99	150.00	1,638.05	1,200.00	1,800.00
98300 · SBA Funds	90,447.17	90,447.17	0.00	0.00	90,447.17	90,447.17	90,447.17
98375 · WTA Commerce Loss Grant	54,444.45	54,444.45	0.00	0.00	54,444.45	54,444.45	54,444.45
Total Other Income	145,120.16	145,041.62	229.99	150.00	146,529.67	146,091.62	146,691.62
	145,120.16	145,041.62	229.99	150.00	146,529.67	146,091.62	146,691.62
Net Income	173,666.04	156,151.45	-49,371.62	-25,787.89	289,196.70	318,230.59	91,352.31

2022 TPA Board Calendar

JANUARY

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FEBRUARY

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JUNE

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OCTOBER

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JULY

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NOVEMBER

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DECEMBER

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