

Tourism Coordinating Council – Jefferson County
Minutes of the Meeting of the Coordinating Council
February 11, 2020 (DRAFT)

The December 2019 meeting of the Tourism Coordinating Council (TCC) for Jefferson County, was called to order at 10:02 am by TCC Chair Roney, noting membership to reach a quorum was present with **Council members** Diana Smeland, Aaron Terada, Joy Baisch, Marsha Massey, Crystie Kisler and Bill Roney in attendance. CALL TO ORDER

Partners Present: Commissioner Greg Brotherton, Brian Cullin, Ryan Tippetts

TCC Marketing Coordinator present: Steve Shively

Consent Agenda Approval of December, TCC minutes and current TCC Financials was approved by consent. (No quorum for TCC meeting in January. Resulting in no business being conducted.) CONSENT AGENDA

JeffCo. Highlights - Commissioner Greg Brotherton provided JeffCo. BoCC (Board of County Commissioners) highlights including: COMMISSIONERS REPORT

- Pope Resources is selling to Rayonier Inc. Rayonier's tradition of recreational access has been by – fee based – permit. This differs from current Pope Resources management of recreation lands. Implications to Gateway Visitor Center, Port Ludlow signage, Olympic Discovery Trail and other tracts throughout JeffCo. is yet to be understood.
- Appeal to County regarding definition of single-family short-term rentals, being brought by Port Ludlow Associates. Goal of year-end breaking out short term rentals.
- SSB 6592 tourism promotion area (TPA) funding discussed by Greg, Marsha and Steve. Watching to see if definitions of TPA's are expanded so as to reach rural areas like ours.
- Commercial shooting range hearing yesterday. Comments still open. Moving towards new indoor shooting range as lone permitted coded operation.
- Dosewallips sewer treatment station is ongoing. Study shows that commercial sewer capacity currently has roughly 25% of potential connections.
- Looking for better location for Brinnon community recycling center. Outside of Doeswallips State Park.
- Additional electrical campgrounds at Upper Oak Bay campground being installed. Four additional electrified sites brings total to eight.
- Greg clarified that a recent news report regarding the – closed – Chimacum Park as a potential spot for transitional housing is in error. It's location to the Chimacum Schools prevents it from being used for this purpose. However Bayside Housing or others could consider development of any of three, appropriately zoned, lots behind Chimacum Park as development for affordable workforce and/or transitional housing.

Marsha provided TCC with a briefing of recent OPTC (Olympic Peninsula Tourism Commission) activities. They include:

- Partners moving to quarterly “working session” meetings, with the eight remaining monthly meetings being the, traditional, larger public meetings. (Note, Bill and Steve represent TCC on OPTC). OPTC REPORT
- OPTC secured Grays Harbor County back on the LOOP. Great to have Grays harbor tourism back at the tourism partnership table.
- NW Travel and Life – spring issue – will feature issue on how to “Disconnect on the Olympic Peninsula”. Stay tuned!
- eNews WTA (WA Tourism Alliance), has Olympic Discovery Trail mention upcoming.
- The annual Travel Planner is in final review. Printed and ready by early March.
- Updating Waterfall Trail brochure and web with the four County partners.
- WTA has an economic summit in Wenatchee April 3, 9:00-3:30 – Marsha will be among

the many presenters speaking.

- Annual brochure program to 200 VIC's and AAA's. + Travel Planner insert program underway. Bill notes that the JeffCo. Travel Planner will be again included in that distribution.
- The state's annual Dean Runyan reporting of Travel Impacts is being put out for RFP for a potential, new vendor for economic tourism information. Specs call for a minimum three-year look-back utilizing any new vendors analysis so that the historic Dean Runyan and Associates findings can be compared to new reporting.

OPTC REPORT
(Cont.)

New Business

- Greg and Bill updated TCC that JeffCo. proposes rolling the annual professional services agreements with Steve Shively into a – more standardized – 5-year agreement. This provides for continuity of services and still enables updates as required. JeffCo. County Administrator desires a TCC affirmation for this direction. ACTION that TCC affirm the creation of a 5-year professional services agreement with our current marketing contractor was moved by Bill, Seconded by Diana, and approved by TCC “with enthusiasm!”. Steve thanked TCC for the ongoing vote of confidence

New Business

Marketing Report

Steve provided a TCC YTD briefing of marketing accomplishments, including:

- Over tourism watch included demand impacts, aka “Too Much Love”, at Crystal Mountain forcing management to limit weekend and holiday skiers to advance purchase only.
- Local Foods group is working towards Earth Day campaign for reduction of single use plastics from food & hospitality systems. This couples well with Commissioner Brotherton's “Blue is Recycling – Red is Garbage” informational waste reduction videos which TCC viewed.
- Current Olympia Legislative watch includes SB6174 concerning a bill to discard the Discover Pass for WA State Parks and forest lands and SSB 6592 tourism promotion area (TPA).
- Social media campaigns include active winter campaign partnered with Olympic National Park Trips, listing Olympic Peninsula among top-5 destinations to visit when the snow is falling.
- Addition of men's semi-pro Northern Peninsula FC (Football – translation “soccer” – Club) to area will bring local and visiting fans from around western Washington to the teams home field of Memorial Stadium, to cheer and spend. The 10 game season starts April 25.
- Extensive Print ads for winter and spring underway

TCC MARKETING
COORDINATORS
REPORT

Area Updates:

Port Ludlow – Diana shared several Port Ludlow initiatives, including:

- Christina Pivarnik has been contracted to provide marketing support. She will be representing the Inn at “Go West” in March.
- Celebrate this Valentine's weekend at the Fireside, featuring an enhanced farm-to-table menu with special dinner-for-two options and a four-course tasting menu.
- Chili Night's Wednesdays in February. Three course dinner for \$24 with an optional beverage pairing \$15. March's theme is Southern Po'Boys.
- Last Winter series at the Port Ludlow Golf Course: Saturday, February 29th, 2020
- Port Ludlow “Six Pack” Scramble: March 21, 2020. 10am Shotgun start.
- First “Winemaker Dinner” of the year featuring Port Townsend's Propolis Brewing. Friday, March 27. Tickets are available at
- Port Ludlow Performing Arts concert on March 28 featuring the High Kings is sold out!

AREA UPDATES

Gateway VIC – Bill noted:

- Remodeling underway at VIC. Replacing carpet, possible new flooring.
- Updating of museum displays, thanks to the talented pros at Jefferson County Historical Society.
- Spring's drying will bring a much needed refurbishment to the VIC parking lot.

Quilcene - Brian shared highlights including:

- Brian reported - Labor Day remains the goal for full operational permitting, including Overnight accommodation options in the Mansion.
- They've booked the back cover of every issue of Fjord magazine for 2020. Current issue will highlight the Gravel-Unravel mountain bike race. June 27.
- Registration has opened for both Gravel Unravel and Oyster Race
- Victorian Heritage Festival will link the Worthington Mansion with the Port Townsend event March 21-22 thanks to some new partnerships with the events leadership
- Brian is interested in exploring a South county lodging - "concierge" service for groups traveling to Quilcene / Brinnon events. Reference encouraged Brian to touch base with Lissy Andros of Forks Chamber to better understand what she offers for Twilight Fest.

Brinnon - Joy once again shared that Dosewallips State Park remains packed with visitors. Over 300K in attendance YTD; their cabins are prime attractions.

- Road to Elk Horn parking lot refurbished. Continued recommending mile-5 access back country 12-mile bridge. Power pole installation is ongoing.
- Rocky Brooke - hosts approximately four cars average mid-week and 30-40 car loads each weekend

Fort Flager & Marrowstone Is. - Aaron share news including:

- Fort Flager construction including siding. New porch and windows out to bid as part of historic preservation capital project. Anticipated these units will remain closed to rentals through Labor Day 2020.
- Lots of trees down due to recent storms.
- Still actively recruiting volunteers, especially for seasonal operations of Museum
- The historic Hospital is now part of on-line reservation system. Expanding meeting space for up to 100

Tri-Area, Chimacum area highlights were shared by Crystie. Including:

- Flooding in Chimacum valley meetings. Great meeting by Salmon Coalition and others meeting kudos.
- Beaver population management is an ongoing discussion point related to flooding.
- A flock of 30+ Trumpeter Swans have been seen returning to Short's property. Supporting call to look at new economic models, e.g. birding
- Chimacum schools - enrollment down impacts on larger school landscape. Finnriver providing enterprise development, gardens, food truck.
- Many area properties For Sale. Need for enterprising thoughts and investors.
- Their Valentine - Burlesque Show is Sold Out.
- Other events include Black history month feature on Feb. 20.
- April Earth Day events are in the works
- Finnriver is working with Corporate Events to create a menu of options. These will be added to their website for connections and inspiration.

PT / Chamber Marketing - Ryan reported:

- 2nd weekend of Red Wine, Cider and Chocolate Tour
- March 6-15 Key City Players stage production
- March 21-22 a renewed Victorian Festival invites all to discover historic Port Townsend.

Adjournment - There being no further business the TCC meeting was **adjourned** at 12:04 PM

Next meeting of TCC is Tuesday **March 10, 2020** - 10:00 AM at the Inn at Port Ludlow.

AREA UPDATES
(Continued)

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