

Tourism Coordinating Council – Jefferson County
Minutes of the Meeting of the Coordinating Council
March 9, 2020 (DRAFT)

The March 10 meeting of the Tourism Coordinating Council (TCC) for Jefferson County, was called to order at 10:05 am by TCC Chair Roney, noting membership to reach a quorum was present with **Council members** Diana Smeland, Crystie Kisler, Marsha Massey and Bill Roney in attendance.

CALL TO ORDER

Partners Present: Commissioner Greg Brotherton, Bethany Smith, Brian Cullin
TCC Marketing Coordinator present: Steve Shively

Consent Agenda Approval of February 11, TCC minutes and current TCC Financials were approved by consent

CONSENT AGENDA

New Business

New Business

- TCC added emerging tourism and corona virus communications to our work areas

JeffCo. Highlights - Commissioner Greg Brotherton provided the following JeffCo. BoCC (Board of County Commissioners) highlights – related to COVID-19:

- Dr. Locke of JeffCo. public health is providing BoCC weekly updates each Monday. Goal is to keep the “curve” of the virus low.
- Goal of Jeff. Co. Public health to share best practices – both public/consumer facing and industry related.
- TCC member would appreciate a business focused conversation. Seeking to promote FAQ’s for all – in order to give tips and clarifications. Seeking recommendations for tourism related operators.
- Cultural changes. E.g. retailers’ operational impacts. Anecdotal statements that that paper money isn’t being accepted. Yet to be substantiated
- Proactive (not reactive) is the desired stance. Including scenarios for reliance within our agritourism, leisure, and hospitality industry.
- Myriad of modifications being already taken.
Goal of consistent messaging and best practices. Responsibility of employers as subject area knowledge source.
- SBA low interest rate business loans will be available soon.

COMMISSIONERS
REPORT

Other activity included:

- Critical area ordinance continues.
- Remember to VOTE!

OPTC REPORT

OPTC Highlights – Marsha shared various items of OPTC information, including:

- Look for SparkLoft – Tourism sentiment analysis related primarily to US Travelers response to COVID-19. Highlights will show fear and anxiety is increasing – largely international travel.
- Regional cruise industry. Impacts to us.
- WTA and Port of Seattle – are developing crisis communications scenarios.
- WTA’s April 2-3 Wenatchee event is – currently - still going on.
- Trade shows, e.g. GoWest has been rescheduled to August and Berlin’s IPT has canceled.
- NPS – Shared the Hurricane Ridge septic system replacement is critical. This big process will impact July and Aug. construction window. Impacts to viewshed and parking lot capacity. Accessibility contingencies are being considered. NPS announced additional Hwy 101 work this summer.

- April 25 is the date for WA Coast Clean-up.
- Spring Ads, plus plenty of print and digital are up and running.
- 3- Familiarity (FAM) tours slated. One FAM group from the UK has canceled due to fears of COVID-19
- The 2020 printed Travel Planner is out. OPTC has a contract with the firm DMA West to conduct a conversion study to help assess the value of travel planner. The survey will be conducted for all requested a Travel Planner through website.

Marketing Report

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

- Promoting tourism is the time of COVID-19 is a no-win proposal. Digital ad buy has been suspended and negotiations are underway for adjusting print ads where possible.
- Watching emerging updates related to area events that have been canceled or postponed due to COVID-19
- Skift Travel Research indicates that nearly 90% of US travelers have yet to alter plans due to COVID-19. Domestic travelers lag behind Asian and European travelers' actions.
- TCC's goal of consistent – and accurate – messaging. E.g. WHO over CDC
- Reviewed WA State travel related legislation, including passage of SB 65592 (TPA funding) and failure of SB 6174 (effort to repeal the Discover Pass across state-owned lands)
- Social media reach comparison between Facebook (ave. 18,400+ reach) to Instagram (and the challenges of 'feeding' Instagram with the required visual content.
- Invitation to April 21 "Lunch & Learn" offered by OCL at Finnrivier. Subject – Social Media.
- Invitation to April 2-3 WTA Tourism Economic Outlook meeting in Wenatchee
- Remember - Wash your hands and cover your coughs!

AREA UPDATES

Area Updates:

Port Ludlow – Diana shared a number of Port Ludlow initiatives, including:

- Winter golf days are drawing to a close
- Upcoming Golf demo days are scheduled.
- Marine Gear Swap is scheduled
- Last weekend's Seattle Bike/Outdoor and Golf show went well. Port Ludlow was an exhibitor.

Gateway VIC – Bill noted:

- Staying diligent on staying clean at VIC. Noting that Sequim has closed their VIC
- Bill but out a call to correct any content regarding printed JeffCo. Activity Map. (Please update Bill via email with any needed changes)
- Grading at VIC parking lot will come as soon as county equipment is freed up

Quilcene – Brian shared highlights including:

- April 1 is goal for Worthington House to be completely restored and open! Overnight accommodations will come as soon as the septic is completed and certified.
- The "Gravel Unravel" registration is ongoing.
- Manor is affiliate this year as part of the PT Victorian Heritage Festival.
- Easter Egg Hunt – scheduled for April 11th
- Two outdoor movies – dates TBD.
- Port of PT – visioning workshop will be April 8 – 12:30-3PM including Linger Longer stage

West-End – Marsha shared information, including:

Forks area – Friday April 3 Welcome Whales ceremony. However, the indoor luncheon has been cancelled.

She also gave praise to **Sequim's** first – Sunshine Festival – a great weekend with the extra Fun, “Color Run.”, Look to the Sky – documentary film. A sold-out dinner-dance Beach party – sold out at 120 people and at wonderful Lighted drone show – And there was SUN and clear skies when they needed it. A full weekend of light, positive, activity.

AREA UPDATES
(Continued)

Bethany shared these Old Alcohol Plant highlights:

- Hotel has implemented additional internal cleaning protocols.
- I.e. Housekeeping is doing daily deep cleanings.
- Restaurant is shifting to offering To Go alternatives to table dining.
- Watch for Upcoming St. Patty Days specials.
- Bay Side Housing's recent “Wine on Water” fundraising event was very well attended.
- Art gallery opening March 29 “Passages” will be the shows theme.

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

- Community reliance is Important!
- Value of and importance to interconnects.
- Finnriver's – mission – “grow community in a hygienic way!” Not being paranoid, rather opportunistic.
- Spring Equinox will be April 21, also working on Earth Day planning – Plant Pledge.

Port Townsend, Ryan shared details regarding the following upcoming dates and events:

- Playfest 24: March 6-15
- She Tales Sea Tales: March 14
- Victorian Festival: March 20-22
- Port Townsend Farmer's Market Opening Day: April 4

Adjournment - There being no further business the TCC meeting was **adjourned** at 11:43 AM

ADJORN

Next meeting of TCC is Tuesday April 14, 2019 – 10:00 AM at the Inn at Port Ludlow.