

Tourism Coordinating Council – Jefferson County
Minutes of the Meeting of the Coordinating Council
April 14, 2020 (DRAFT)

The April 14 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, Cleone Telling, Marsha Massey and Bill Roney in attendance.

CALL TO ORDER

Partners Present: Commissioner Greg Brotherton, Christina Pivarnik, Arlene Alen
TCC Marketing Coordinator present: Steve Shively

Consent Agenda Approval of March 10, TCC minutes and current TCC Financials were approved by consent

CONSENT AGENDA

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.
- BoCC has just sent out press release notifying all transient lodging operators that now is not the time to be welcoming visitors onto the Olympic Peninsula.
- Goal of Jeff. Co. Public health to share best practices – both public/consumer facing and industry related.
- JeffCo. LTAC will be meeting regarding 2020 tourism promotion funding awards and realities due to COVID crisis.
- Hearing examiner reconsidering JeffCo. interpretation of code related to Port Ludlow vacation rentals by owner.
- Update regarding WSDOT’s plan for safety roundabouts on SR 104.
- JeffCo. is trying PDN vs. PT Leader as the more frequent, hence more nimble paper of record for JeffCo. legal notices.

COMMISSIONERS REPORT

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

- Marsha shared various industry findings related to COVID’s impact on tourism and how those impacts will be most likely seen locally. Assessments think domestic leisure travel will return first, followed by business, international travel most likely not returning until 2021.
- WTA and Port of Seattle – continue with development of crisis communications scenarios.
- What will responsible reentry look like
- The 2020 WA State Visitors Guide is still on track for printing and distribution

OPTC REPORT

Marketing Report

Steve provided a TCC briefing of COVID-19 marketing highs and lows, including:

- Promoting tourism is the time of COVID-19 is a no-win proposal. Digital ad buy remain suspended and negotiations have been made for adjusting print ads through late summer.
- Watching emerging updates related to area events that have been canceled or postponed due to COVID-19
- Updated Skift Travel Research indicators reviewed with TCC. Steve is tracking local sentiment. Working with WA Hospitality as Olympic Peninsula restaurant connector.
- Ocean Shores has forbid all accommodation rentals to visitors.
- Recovery will most likely be strong for Staycations and road trips over flying.
- Overtourism has been halted. Sustainable and smart post-crisis reopening is key.

TCC MARKETING COORDINATORS REPORT

- Invitation to rescheduled May 19 “Lunch & Learn” offered by OCL at Finnriver. Subject – Social Media.

Area Updates:

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

- Closed golf course Still have to mow golf course. Closed – yet not actively policing people away from course.
- – Hotel is essential business, yet at end of March Port Ludlow closed Inn. 100 staff furloughed, only 15+ holding down operations. Currently not taking bookings May 4. Creating videos inhouse. Andrew creating wine educational pieces. Planning for eventual reopen by removing tables in restaurant – table settings, etc. Look at cautiously getting back to welcoming guests when appropriate.
- Related to bridge. Closing and re-Opening and is short span creates large back-ups of car traffic. Would like to add – open on demand, yet not more frequently than within 2-hour from previous opening.

AREA UPDATES

Gateway VIC – Bill noted:

- Staying diligent on staying clean at VIC.
- VIC remains closed. Traffic is parking lot continues
- VIC phone has been rolled over to Bill’s phone
- Looking forward to reopening.

Quilcene – Cleone shared highlights including:

- 100 year birthday for Worthington House coming up.
- Victorian Days partnership and Easter Egg event both canceled. Hopeful that June-August events will still take place.
- Volunteers working on historic restoration projects all practicing Social Distancing.
- Septic improvements still scheduled for May 18. Permit for overnight accommodations is conditional upon septic completion and certification.

West-End – Marsha shared information, including:
NPS west end closure of beaches, including Kalaloch.

Forks area Only update from Forks area is that Lissy is operating the Forks VIC similar to Bill at Gateway.... Forks VIC is closed for walk-ins, but Lissy is there and handling any phone calls. They do have a Port a Pottie on site for those that stop for a break.

Port Townsend, Arlene shared a Short report:

- Port Townsend has canceled most events and ads.
- Virtual tour of PT video created.
- Public WiFi hot spot for parking in front of VIC is popular.
- Observations of out-side-the gate parking at Fort Worden often look like crowds for a big concert.
- Understanding that Main Street will attempt to put on Concerts on the Dock series.
- Hopeful for continuation of major fall festival events.
- Exploring what future tourism will look like.

WTA – Christina shared:

- WTA is focusing on recovery strategy. Crisis communication emphasis. Look towards an April 2021 economic summit. Considering state-wide early October 2020 at SeaTac or a

virtual online meeting or smaller regional satellite gatherings of people, all being considered.

- WA State VIS guide – has not dropped yet, but soon!
- ShareWALove.com site has been successful currently 600 business.
- State Directors of Communications, it's a weekly nationwide Zoom meeting WITH all those directors. – 30+/- regulars on call looking for silver lining and unified messaging.
- Promo themes such as – Take-out Tuesdays. Virtual Escape to ... and – “We’ll be here when this is over” all trending.

AREA UPDATES
(Continued)

Adjournment - There being no further business the TCC meeting was **adjourned** at 11:40 AM

ADJORN

Next meeting of TCC is Tuesday May 12, 2019 – 10:00 AM at location TBD (the Inn at Port Ludlow if “Stay At Home” order has been lifted. Otherwise via Zoom).

DRAFT