

Tourism Coordinating Council – Jefferson County
Minutes of the Meeting of the Coordinating
Council May 12, 2020 (DRAFT)

The May 12 meeting of the Tourism Coordinating Council (TCC) for Jefferson County, was called to order at 10:03 am by TCC Chair Roney, noting membership to reach a quorum was present with **Council members** Diana Smeland, Crystie Kisler, Marsha Massey, Cleone Telling, and Bill Roney in attendance.

Partners Present: Commissioner Greg Brotherton, Christina Pivarnik, Arlene Alen, Bethany Smith

TCC Marketing Coordinator present: Steve Shively

CALL TO ORDER

Consent Agenda Approval of April 14, 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:

- Phase 2 variance options and considerations ongoing.
- Greg outlined process for Phase 2 recommendations. Detailing various meeting milestones and noting that while 7 of the initial 10 Phase 2 counties are approved – until guidelines come out for each business sector are released from the Governor’s office, reopening will not be permitted.
- Greg noted some growing rancor in public discord as concerning.
- Greg introduced the “JeffCoCares concept”, asking Arlene to speak as the Chamber is spearheading the unified communications initiative. Arlene noted that “JeffCoCares” is not yet ready to be pushed out as some problems are arising with directives still awaiting release – Needing Fed/State/County guidelines as they are all foundational for messaging. Arlene pledged that building up to “JeffCoCares” will involved TCC, OPTC and other tourism partners around the Olympic Peninsula – Arlene assured all that “JeffCoCares” will be a unified Olympic Peninsula wide collaboration.

COMMISSIONERS
REPORT

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

- Marsha reported that 45-50 attended the recent OPTC meeting convened via Zoom.
- She shared reports from Ryan Malane – MV Coho’s Black Ball ferry – regarding current state of cross boarder travel and word that border most likely will not reopening to non-essential travel until December or January.
- Numerous public lands representatives were on the OPTC call. Plan is for Olympic National Park to start reopening north first, then move east, with the west end opening last. All reopening decisions are complicated due to need to coordinate seasonal staff deployment, PPE supplies and coordinated communications with local communities, including tribes.
- Hwy 101 road work around Lake Crescent is getting done during this time. Reopening access to Hurricane Ridge as soon as possible is being considered.
- Marsha noted that Seattle has lost 21 city-wide conventions through October. The Seattle to Alaska cruise season is doubtful.

OPTC REPORT

Marketing Report

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

- Sharing global, national and state tourism COVID impacts as prepared by Marsha for OPTC

TCC MARKETING
COORDINATORS
REPORT

- Reported on TCC's letter of support for Coho Ferry service as part of a Clallam Co. BoCC endorsement campaign seeking federal funding for the Coho Ferry system.
- Reported on TCC's response to JeffCo. LTAC's request for draft adjustments to 2020-2021 Lodging Tax awards due to COVID-19. TCC's April 27 response included
 - 1. SHOULD LTAC recommend that JeffCo. BoCC administer reductions in their previously awarded LTAC funds, TCC will be prepared to reduce 2020 expenditures by upwards of 33%.
 - 2. With that understanding, TCC's forecasted budget request for 2021 was initially set at the 2020 level of \$200,000.
 - 3. Need for TCC's leadership in helping lead a strong, unified, and responsible (sustainable) return to business campaign -as soon as possible - and throughout all of 2021 and beyond
- Steve reviewed with TCC a number for early re-opening trends taking place around the globe as well as across the U.S.
- Discussion included insights from Certified Folder's current and future thoughts of print media distribution channels, both traditional and new.
- TCC's involvement in producing "Welcome Back" tools, including face masks, apps, and placement of Jefferson Co. lodging guide and display ad in the revised PT Leader's annual "Getaway" printed guide.
- Steve recommends reading and reflecting on "Unlearn: The Year the Earth Stood Still" (www.unlearn.travel)

Area Updates:

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. Sharing negative comments about many walk-on golfers being rude.
- Primary goal is care for employees, community and guests.
- Good experiences at marina and fuel dock.
- Still looking forward to host a 10-person health retreat in September. Using it as one of their models for re-envisioning meeting space, meal service, and all sorts of "new normal" guest interactions and experiences.
- Port Ludlow village restaurants are doing well with curbside and take-out options.

Gateway VIC – Bill noted:

- Early re-opening plans include not inviting back volunteers in view of dangers of contact for his – largely at risk – volunteers and the current public discord.
- He is looking forward for operational guidance from state and county. Ultimately seeking release of liability assurances.
- Bill is exploring strategies of safe and sustainable open scheduling with sustainable operations for the future. Steps include installation of counter sneeze guards. A point of contact at doorway (ensuring maximum ventilation). Exploring expansion of wifi as a public resource.
- Ideas of pre-packaged "Peninsula Package" top brochure guides. Diana recommends consideration of a 'menu board' (physical or digital menu of brochure offerings). Plenty of good ideas shared!

Tri-Areas – Crystie shared information, including:

- Working on the "We Care" revitalization messaging care of Chambers inspiration.

- Finnriver has a smaller staff focused on shipping, cider maker, and orchard crew. The drive thru pic-up model is working as are online bottle shop.
- Thoughtful community food reliance conversations. Local supply change understandings are critical.
- Also working with a community wellness project – “Neighbor Loves project.” A WSU bread lab’s “Approachable Loaf” recipe project is “tasty!”

AREA UPDATES
(Continued)

Port Townsend, Arlene added to her earlier “JeffCoCares” unveil by noting:

- Chamber working on a new video. Launch is TBD.
- PUD has enhanced public wifi in the PT VIC’s parking lot. Attracting lots of extra cars.
- Reopening operation plans being considered. Short term digital access to resources among their considerations.
- Still exploring what future tourism will look like.

WTA – Christina shared:

- WTA continues focusing on recovery strategy. Moving messaging towards recovery. Understanding local empathy and instilling visitors caring / careful welcome. Still considering state-wide early October 2020 at SeaTac or a virtual online meeting or smaller regional satellite gatherings of people, all being considered.
- She continues participation with the State Directors of Communications, a weekly nationwide Zoom meeting WITH all those directors. – featuring 30+/- regulars on call looking for silver lining and unified messaging.
- The Washington Hospitality Association – a statewide council – has asked DMO’s (including OPTC) to name reps to each of state’s six geographic regions. Christina is the Olympic Peninsula & Kitsap regional rep.
- Good news from WTA with 18-mo. named David Blandford as Interim Executive Director

Adjournment - There being no further business the TCC meeting was **adjourned** at 12:09 PM

ADJORN

Next meeting of TCC is Tuesday June 9, 2019 – 10:00 AM at location TBD (the Inn at Port Ludlow if “Stay At Home” order has been lifted. Otherwise via Zoom).