

Tourism Board Meeting October 21, 2010

Present: Michele Rennie, Kay Wessel, Jennifer Skogland, Michael Davidson, Andrew Holt, Nancy Mitchell, Shane Laib, Jeffrey Townsend, Skip Cundiff, Ron Anderson, James Payne.

Absent: Jay Brodt, Mark Hess, Justin Wylie, Cory Hewitt, Rick Standard.

Meeting called to order at 3:33 pm.

August minutes: moved by Kay, Skip seconded. Motion passed.

Monthly Indicators – Michael

Everything is moving in the right direction. Room revenue is up 8% YTD, rooms sold up 5.5%, room occupancy up 5.6%.

Treasurers Report – Michele

Income is at 106% of budget with expenditures at 105%. Overall, we are up 6%.

James moved to accept the report; Jeffrey seconded. Motion passed.

Marketing committee – Nancy

Marketing meeting focused on Social Media efforts. The Facebook page averages 54 new “likes” per week; Facebook and Twitter posts appear once-per-day. Website views are up 19% with lodging, attractions and calendar of events the most visited. There was discussion on making the website Calendar Events much more comprehensive.

14 in-house videos have been produced this year. The electronic newsletter has 4,000 subscribers. The “open rate” is at 26-28% which is above industry standard.

Regional signage – Michael

The project has raised \$18,000 YTD; we are still waiting for the county’s response and will give a presentation to the Waitsburg City Council. The committee has hired Merje to do the assessment. We should have a plan for the system between 60 – 90 days. Raising money for actual design of signs is the next step.

Matching Fund Program – Michael

We held the informational meeting (3 attended) and have also been contacted by others about the program. Recommendations will occur at the November board meeting. We have 12K to give away.

Shane, Nancy, James and Kay are on the committee and will provide a report at the November meeting.

TPA – Kay

Lodging properties have begun collecting money at \$1.50 or \$1.25 per night stay, effective October 1st.

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Budget Report –Michael

Ron feels that the TPA funds should be incorporated in the TWW budget. Michael wants the funds separate, plus, there has been no establishment of a management fee. Ron and Kay say the TPA does not want to pay a fee and never intended to. Shane said that at the council session he brought up the question of the fee and would TPA be willing to pay it? It was his impression that they understood a fee had to be paid.

It was agreed that the topic will be tabled until the TWW board receives a marketing plan and full scope of work from the TPA commission.

Total Revenue projection for 2011 is 582,945, up approximately 50K from 2010.

Total Marketing costs for 2011 will be \$375,795, up from \$330,500. Total Operating expenses will \$199,150.

Total budget is 574,945 with a surplus of 8K.

Michael discussed specific line items including Public Relations (decrease of \$9,000) and Research (\$17,000 new line item) and Sports Marketing (eliminated)

James moved to pass the budget as submitted with the understanding that the co-mingling of TPA funds could be revisited in the future.

Nominating Committee – Michele

The committee has been created: Michele, Mark, and Shane.

President's report -- Michael

The bike map has been a big success causing us to reprint another 15,000. Most advertisers are back on.

We conducted a social media workshop today. 32 people attended. Michele and Andrew were on the panel.

Other Business

Shane announced that the Pioneer Park Aviary is closing due to costs. Michele asked if the board wanted to do something. Michael said we could talk to Downtown Foundation about doing something.

Meeting adjourned at 5:10 pm