

**Washington Tourism Marketing Authority**  
**January 23, 2020; 10:30 am to 2:30 pm**  
**The John L. O'Brien Building, Olympia**

**Attendees:**

**Washington Tourism Marketing Authority (WTMA):** Anthony Anton, Jodi Kayler, Marsha Massey, Vijay Patel, Representative Cindy Ryu, Donna Sbarra, Todd Tatum, Judy Tuohy, Tiffany Turner (phone), Cindy Verge, Robb Zerr (phone)

**Guests:** Sandra Adix, AAG; Lynn Longan, Commerce; Rebecca Connolly, JLARC; Eric Whitaker, JLARC; Zack Freeman, JLARC; Mike Moe, WTA (phone); David Blandford, WTA; Diana , WTA; Becky Bogard, Lobbyist for WTA; Ron Peck, Port of Seattle; Andi Day, Visit Long Beach; Ernie Rasmussen, Dept. of Commerce

**Excused:** Rep. Bill Jenkin, Sen. Maureen Walsh, Sen. Dean Takko, Kris Rietmann

**Absent:** John Eminger

**Meeting Objectives:**

- ✓ Committee work
- ✓ Review JLARC Report
- ✓ WTA Presentation – review and accept quarterly report

Meeting was called to order by Judy Tuohy at 11 am. Due to weather and parking issues, the meeting started late. Attendees and those absent are noted above.

**Introduction:** Judy introduced Ernie Rasmussen, newly hired tribal liaison, Department of Commerce. Ernie is dedicated to providing service to continuing dialog between tribes. Focused on helping WTMA secure a Tribal Representative. Expressed concern that a non-voting member may be difficult to recruit.

**JLARC Presentation:** JLARC staff gave a presentation that outlined how they are going to collect data and evaluate the effectiveness of the tourism dollars. Gave baseline report. Reporting has many factors to consider including economic factors.

Concerns are expressed by WTMA that the matched funds are represented as dollars to actively spend on State marketing—creating a narrative that may cause confusion about actual funding.

May need to expand match reporting to break down outside funds/matching to include local tourism dollars (TPA/LTAC) vs outside donations.

Anthony suggested work session to work through numbers, benchmarks, and reporting so that we are stating the same numbers, telling the most accurate story.

JLARC needs to hear more of WTMA future goals and metrics to be able to appropriately decide which study methodology will best measure the Authority's impact.

## **Officer Reports: during lunch**

### **Secretary**

October 24 Special Meeting minutes were presented – Cindy Verge made a motion to accept minutes, Vijay Patel seconded and the motion passed unanimously.

### **Treasurer Report**

Vijay reported on the financials. One request for funds has been submitted and transferred into the bank, but there is a second request that has not been processed. Lynn is having difficulties, but will follow up as soon as possible.

Cindy brought up that there are some unknown expenses towards the admin budget that needs clarification prior to being able to spend the remaining funds on Board Development. Requested an updated budget by February so that we can accurately create plan to spend funds in the most effective way possible. Funds should be spent by June 30. Funds can be rolled-over to the next fiscal year but the Department of Commerce has to get approval to increase their spending authority.

### **WTA Presentation**

David Blandford presented on the second quarter implementation and marketing plan. WTA presentation highlights:

- Social media has increased.
- WTA booth was voted best of show at the National Tour Association in December.
- Crisis Communication plan is being developed and should be complete by March 31<sup>st</sup>.
- Marketing contractor has been working on developing collateral material including video/photo gallery.

**Work session:** Committee work was done for the finance committee and the contract committee

The meeting was adjourned at 2:25 pm