

MASON COUNTY LODGING TAX ADVISORY COMMITTEE
Meeting Minutes
Commissioners' Chambers
411 North 5TH Street, Shelton, WA 98584
Wednesday, July 2, 2014 9:00 a.m.

Members in Attendance: Chair Terri Jeffreys, Bonnie Knight, Duane Wilson, Stephanie Rowland and Angela Rabelos, Kelly Bergh, Darin Barry. Absent: Shaun Tucker and Julie Gray. Guest: Rachel Hansen, Image in Action Design. Diane Zoren, Staff.

1. Chair Jeffreys called the meeting to order at 9:01 a.m.
2. **Rowland/Wilson moved and seconded to approve the June 19, 2014 minutes.**
3. Reconsider Awards for Visitor Information Centers
Options: 1) Award for two-year contracts or
2) Reject proposals and re-advertise for one-year contracts

Darin Barry commented that he is not against physical visitor centers although he feels spending money on sales and advertising without a plan is premature. He reiterated that he feels virtual technology needs to play a huge role and that is the main connection to people. He feels the website is a side issue now and too much money is being spent on a physical center. Darin provided a handout and explained his ideas for a website which includes showing towns, events and adventures. He would like to add landing pages. He added that with Google analytics the number of people who look at the pages can be counted as well.

Stephanie Rowland stated that the websites are part of marketing and she doesn't think a website providing virtual and maintained information is in the VIC budget.

Duane Wilson commented he feels this was included in general marketing. He said it's a good idea although this would be changing it completely and there is a deadline.

Rowland said the websites are evolving anyway and so now we have to decide if we wish to add to it. She also added that the communities will also contribute to this. She is concerned about changing everything at this time.

Bonnie Knight asked how long it will take to implement this idea. Her concern is if it's not changed now it will not change until 2017.

Rachel explained how they manage their website now. She stated this is a collaborative effort. They scour the Mason County website and then update feeds via Facebook and Twitter, etc.

Bonnie Knight stated that if people see a direct benefit, they will participate. She really likes the idea. She added that this is bad timing although it's a great idea and would need to be done quickly.

Angela Rabelos stated that key words can also be used. There is a lot of new technology that can be used.

Bonnie Knight does not want the VIC center to get lost in this process. She stated there should still be kiosks.

Duane asked who would be accountable and in charge of this.

Darin answered that local groups will be contributing to the content. He stated that we could just add one more step at requirement in the RFP. Darin stressed that we have to get more community groups involved.

Cmmr. Jeffreys asked if he is suggesting they get more money for maintaining a website.

Stephanie added that part of the RFP is local knowledge. She sees this as evolving and the committee needs to decide what to do next. She added that right now the committee needs to decide if this should be one or two year contract.

Cmmr. Jeffreys added it could be included in the contract and within the award amount. She also asked Rachel about the recent car show advertising issues.

Rachel said that her experience is that some people are very proactive and some people are not or it's not their priority. She added that she feels the virtual concept should be the responsibility of whoever gets the contract.

Darin suggests that each area would get a separate portion of funding (example: Shelton, Allyn etc.)

Stephanie feels this would be in marketing budget and it's just a matter of updating what is already in place. She is happy to do it.

Cmmr. Jeffreys recapped the choices:

1. Change to one year contract - resend the RFP (and include this concept). 2. Continue on course and modify RFP to include this idea. 3. Keep everything the same.

Darin commented that the budget should be fine and should be enough to maintain virtual content. The content is the responsibility of the VIC.

Bonnie said she is in favor of the one year contract.

Kelly Bergh favors option 2 and review after one year for possible changes.

Cmmr. Jeffreys stated a clause could be added to review after one year.

Diane Zoren stated that a termination clause can be added.

Bergh/Wilson moved and seconded to affirm the contract award recommendations for VIC and include added responsibility for web content and to have an annual review. The annual review will be heavily weighted on, but not limited to, web content and google analytic results. Motion carried unanimously.

Darin Barry suggested that Rachel get paid an extra \$2,000 for the next 30 days.

Rachel suggests talking to Shelton Chamber about this and thanked Darin.

4. Next Meeting Date – Tuesday, July 29th at 9 a.m.
5. Adjourn 10:35 a.m.

ATTEST:



LTAC Clerk

LODGING TAX ADVISORY COMMITTEE
MASON COUNTY, WASHINGTON



Cmmr. Terri Jeffreys, Chair