

Olympic Culinary Loop
Board Meeting Minutes
April 16, 2019

At 9:42am, President Lisa Martin called to order the meeting of the Board of Directors for the Olympic Culinary Loop. Held at Ocean Shores Convention Center, Ocean Shores, WA.

CALL TO
ORDER

Board Members present were: Masha Massey, Candi Bachtell, Lisa Martin, Christina Pivarnik, Diane Solem, Jan Morris, Neil Conklin.

Excused: Jeff Betinol, Kristan McCary, Crystie Kisler.

Also present: Dane' Murphy, Regional Director of Sales and Marketing, Aramark Olympic Peninsula.

Staff Present: Steve Shively

Lisa noted that a quorum was present.

Resignation: With regrets, Lisa informed the Board of receipt of the resignation of OCL Vice-President, Tanya Rose. The Board shared thanks for the years of good work and leadership Tanya provided.

ACTION On a motion from Neil Conklin and seconded by Marsha Massey the board **unanimously voted to approve** the January 15, 2019 meeting minutes.

APPROVAL OF
MINUTES

Treasurer's Report -

The current 2019 OCL financials as of end of March were reviewed with Board by Candi. Total assets of \$11,754. Billing city and county partners scheduled for the end of 2Q2019. (Note City to Chamber change for PT.) Board affirmed that OCL Treasure (currently held by Candi) have access to QBO account for review and report access.

Neil recommended keeping Mason County listed on budget, even with their – current – 2019 contribution of \$0.

Moved as amended (to add Mason Co.) motion made by Diane, Second by Christina, the board **unanimously voted to approve** the Treasurer's report.

TREASURER'S
REPORT

Nominations: Lisa introduced Dane' Murphy, the Regional Director of Sales and Marketing, Aramark Olympic Peninsula. She was presented and introduced as a nominee for an At-Large Grays Harbor seat on the Board. Dane' is a regular attendee to OPTC meetings and regional tourism events. She at the Aramark Lake Quinault offices. **The ACTION** to approve Dane' Murphy was moved by Christina, seconded by Marsha, and **unanimously approved** by the Board. Welcome Dane'!

NOMINATIONS
COMMITTEE

Ashley Zawrotny has left Finnriver for WildCraft Cider Works in Eugene, OR. The OCL Executive Committee acted to accept Crystie Kisler's offer to return to the Board in Ashley's seat. Unfortunately, Crystie had a 16-year old conflict (her son River's birthday), with attending today's Board meeting.

NOMINATIONS
COMMITTEE
(Cont.)

Board shared discussion and numerous examples of value of Board positions in each "quadrant" of LOOP advocating and opening doors for OCL. All agreed that members and local governments alike are better conditioned to receive the good OCL news when local Board members are actively echoing our praise.

Nominations is still seeking a person to take over the role of President. And now with Tanya's resignation, the position of Vice-President. All active board members are encouraged to consider the opportunity.

Christina will reach out Alderbrook and Union City Market for possible renewed involvement, including positions on the Board.

Linda Seymour of member Deep Draft Brewery (Pathway/Bremerton), and Kate Thorn of member Sky Island Farm (Grays Harbor/Humtulsips) have both expressed interest in Board seats. Hoping to have them join us for future meetings or related events.

Executive Committee will continue to work on By Laws, clarifying members (including DMO's must pay), Pathway's on Board and updating yearly mtngs.

Membership –

Steve gave the Membership Director's Report which was distributed with the board packet. Highlights include: Hash tags #OlympicChowder,

- Olympic Peninsula Chowder campaign going well. ShrimpFest up next
- Extensive Pathways and Peninsula membership sales efforts
- 2019 MAP closed with 94 members, + 8 increase. ETA May from press.
- No Mason Co. nor Grays Harbor Co. "DMO" level support. Thankful for City of Ocean Shores representing Grays Harbor tourism stakeholders.
- Upcoming SIP Publishing FAM tour includes Chevy Chase & Finistère + Cider Route.
- Good Fodors, Newsday Travel articles. Razor Clam, Wine Tour promos.

MEMBERSHIP
DIRECTORS
REPORT

Thanks to Kristan of the **Education subcommittee** for helping with a good "Sustainable Hospitality Solutions" focused "Lunch & Learn" following today's board meeting. Diane and the Ocean Shores Convention Center culinary team have prepared a wonderful luncheon buffet. October's topic and date/location are TBD as the Board typically integrates with the Olympic Peninsula Tourism SUMMIT.

EDUCATION

Diane requested Board access to membership marketing tools. Neil asked for Members and prospects sorted by County. Steve will provide.

MARKETING

Marketing – Steve encouraged the Board to consider a simpler ('lure' piece) vs. the 20 page – and growing – booklet MAP. Reasons to consider include:

- Print cycle for current MAP drives membership sales. Once made closes for printing, all leads go cold. A perpetual lure piece could help extend membership sales window.
- Redesigned website has proven capacity to “carry the load” of
- Paper costs have gone up due to trade tariffs. Postage for fulfillment has increased.
- A simpler brochure could possibly be printed in higher quantity for same – or lower – costs, enabling consideration of seasonal distribution through Certified Folder on ferries.

Dane' offered the web idea of getting people interactively on the Loop, for all directions. Steve with work with Jeff to see how this might be accomplished.

Christina noted the “young upstart” North Coast Food Trail in Oregon, and the Governor’s award for excellence they recently received. Call for strategy to leverage the OCL 10th anniversary to elevate our awareness for our brand. Suggestion of press release for Edible Seattle, Erin with SIP, 1889 and Alan Cox with NW Travel & Life. Steve will draft a press release and forward to Lisa and Christina for review.

NEW
BUSINESS

Neil encouraged the Board to continue to discuss the planning of organic events for members in each quadrant.

OLD BUSINESS

Diane welcomed the Board to Ocean Shores, sharing a briefing on the city marketing efforts, and the role culinary tourism has to play in this newly budgeted endeavor to invite visitors to “Explore the Shores”.

Razor Clam Festival was a recent success. Same production efforts will be involved with **Sand and Sawdust Fest** this June.

Building the greater Grays Harbor tourism community connections is key.

In next 2019 OCL Board is tentatively planned for July 16 as a conference call. Conference call meetings will remain at 10:30 am.

Lisa invited board to sharing, members notes included:

Mary Lou Sanelli will be at Bella’s for World Heritage Day.

Lake Quinault Lodge will have traditional Easter Brunch and Easter egg hunt.

Norwegian Cruise Line is adding “Joy” the sister of “Bliss” to last years record 212 cruise Seattle departures

PT Tourism is working on new website with major Food & Beverage section.

All summer concerts for Olympic Cellars are scheduled. Lisa is still looking for food carts.

CHOP TV is running a Chef’s of the National Park Lodges series.

ADJORN

There being no further business, the meeting was adjourned at 11:50am.

