

Olympic Culinary Loop
Board Meeting Minutes
January 29, 2018

At 10:34 am, President Lisa Martin called to order the meeting of the Board of Directors for the Olympic Culinary Loop.

CALL TO
ORDER

Board Members present were: Masha Massey, Tanya Rose, Lisa Martin, Christina Pivarnik, Jeff Betinol, Neil Conklin.

Staff Present: Steve Shively

Guest: Diane Solem

Excused: Candi Bachtell

Lisa noted that a quorum was present.

ACTION On a motion from Christina Pivarnik and seconded by Tanya Rose the board unanimously voted to approve the November meeting minutes with the lone correction of editing the minutes title, “in-person meeting”, to reflect that the meeting was held as a conference call.

APPROVAL OF
MINUTES

Lisa introduced Diane Solem, the Sales & Marketing Manager for the City of Ocean Shores/Ocean Shores Convention Center, was presented and introduced as a nominee for a seat on the Board. Diane has been regularly attending OPTC meetings, as well as participating in last October’s Lunch & Learn and the Olympic Peninsula Tourism Summit. **The ACTION to approve Diane Solem was Moved by Christina, seconded by Tanya and unanimously approved.** Welcome Diane!

NOMINATIONS
COMMITTEE

On behalf of Nominations Committee, Linda Seymour of member Deep Draft Brewery, has accepted the invitation to be nominated for an At-Large Mason Co. position. Deep Draft is a Pathway Member, which lead to questions of By-Law compliance and overall board governance implications.

It was agreed that board considerations should be proceeded by some candidate involvement and interaction with OCL at in person events, akin to Diane’s. Linda’s nomination was tabled.

Nominations is still seeking a person to take over the role of President. All active board members are encouraged to consider the opportunity.

The 2019 OCL Budget was distributed with the board packet. Tanya, thanked Becky for distilling the materials into the presented budget report. Tanya, on behalf of Candie, reviewed the 2019 budget. Lisa and the full board thanked Tanya for all her work on this process. Recommend changing the category “Map Printing” be changed to “Map Production”.

TREASURER'S
REPORT

Board recommended that 2018 year-end actuals be provided.

ACTION to accept 2019 OCL Budget as presented was moved by Marsha and Seconded by Jeff and was unanimously approved

On motion by Marsha Massey and seconded by Jan Morris the board unanimously voted to approve the October financials.

Steve gave the Membership Director’s Report which was distributed with the board packet. Highlights included:

- Developed Mason Co. Tourism Enhancement Grant application
- Prepping for initial Chowder contest with Penn Cover Mussel Fest
- Extensive Pathways and Peninsula membership sales efforts
- Goal to close 2019 MAP in late Feb. with April 1 print distribution
- Redistribution of OCL admin assignments transferred from Jenn

MEMBERSHIP
DIRECTORS
REPORT

The previously distributed Geotourism Code of Good Practice for Members was revisited. ACTION for OCL to approve and adopt a this Code of Good Practices for Members. Moved for acceptance by Christina, Second by Jeff. Discussion included that this is targeted at our owner operator members, not our city and county partners. Tanya recommended that hyperlinks be incorporated that detail best practices examples of how each sustainability principle might be addressed. **The ACTION was adopted unanimously.**

commitment to sustainable tourism. Lisa asked board members to review and pass on any comments. It will be voted on at our next meeting.

The Education subcommittee proposes that the April 16 in-person Board meeting be held in Ocean Shores. And OCL host an “Eco Hospitality Opportunities” focused “Lunch & Learn” following the board meeting. Location Ocean Shores / Greys Harbor County TBD

EDUCATION

Additional marketing mentions:

Olympic Peninsula Chowder – recommended identifying and adding a dedicated hash-tag plus looking to leverage contestant’s social media influencer status. An “Olympic Peninsula Chowder ‘Open’” was mentioned. Ultimate goal is to gain earned media mentions and viral social media cross promotions in order to meet this campaigns goals

MARKETING

With regrets, Jennifer needs to transition out of her OCL Admin. Assistant role. Steve and Becky will take over covering her tasks.

NEW
BUSINESS

Proposed By Laws were framed as 'housekeeping' in nature.

- Article IV – Membership – adding inclusion of Pathway counties of Island, Kitsap and Thurston.
- Article VI – Board composition updated category of “winery” to that of “beverage producer”
- Article VII – Principal Office – change the office of record to Port Angeles.
- Update “By Laws last updated” to be January, 2019.

Due to the minor nature of these changes the recommendation from OCL Executive Committee is that the traditional 2nd reading be incorporated into this 1st reading, and that the proposed By Law revisions be moved and accepted today. This **ACTION** was Moved by Neil, seconded by Tanya. **The ACTION was approved unanimously by the board.**

The board continued to discuss the planning of quarterly events for members in each quadrant. In addition to the consumer facing Olympic Peninsula Chowder “Open”, Neil has a goal of offering Geoduck seconds as part of the Chowder offering.

OLD
BUSINESS

In 2019, the OCL Board will host two in-person meetings, scheduled in April 16 in a TBD Grays Harbor County location, and October (traditionally in conjunction with the Olympic Peninsula Tourism Summit). Two quarterly conference calls – today’s January 29 - and a tentatively planned July 16 are slated. The Executive Committee will be careful not to schedule meetings on weeks with a Holiday. Meetings will remain at 10:30 am.

Lisa invited board to sharing, offering praise for the recently hosted Olympic Cellars Wine Weekend at Lake Quinault Lodge. Inclusive of a wine dinner, and a blending party. 28 people participated in this great event!

There being no further business, the meeting was adjourned at 11:38am.

ADJOURN

Our next board meeting will take place on April 16th and will be and in person meeting in Grays Harbor county with a “Lunch & Learn” offering to follow.