

Olympic Culinary Loop

**Minutes of the Monthly Meeting**

**July 17, 2018**

At 10:40am: – President Lisa Martin called to order the meeting of the Board of Directors for the Olympic Culinary Loop. The meeting was a conference call.

CALL TO  
ORDER

Board Members present were: Candi Bachtell, Lisa Martin, Jeff Betinol, Annie Sandifer, Christina Pivarnik.

Board Members excused were: Kristan McCary, Marsha Massey, Tanya Rose, Neil Conklin, Ashley Zawrotney, Jan Morris and Lissa James Monberg.

Board Members Unexcused were: Heidi McCutcheon

Staff present: Steve Shively

**Due to a lack of a quorum, the June meeting minutes will be voted on at the next board meeting.**

APPROVAL OF  
MINUTES

The May financial report was distributed with the board packet. Our current bank balance is \$12,511.73. Current YTD deposits are \$16,232.86 and current expenses are \$20,700.95. Partner invoices will be going out soon.

TREASURER'S  
REPORT

**Due to a lack of a quorum, the June financial report will be voted on at the next board meeting.**

Lisa Martin reported that after three years in the position, Tanya Rose is no longer able to serve as Treasurer. Lisa is looking for a volunteer to take over as Treasurer. Candi Bachtell expressed interest in volunteering to serve as Treasurer.

Steve reviewed his membership services report which was distributed to the board.

MEMBERSHIP  
DIRECTORS  
REPORT

We are continuing to test the OCL "Offers" wholesale pricing platform. He is continuing to work with our web designer to correctly configure the membership roll of affiliate pricing agreed upon at the June Board meeting. This affiliates pricing would allow non-members to post on our website. Affiliates could then pro-rate their payments toward an annual Industry or Corporate membership at any time which would allow 24/7 access to the offers page. Non-OCL member buyers can access "Offers" without cost by registering on the website. The registration of non-

member restaurants will include a UBI number which could also serve as a lead generation for our membership campaign.

Steve reported we continue to have strong engagement with in our social media platforms. He reported the OCL is referenced in the cover article of the 1889 Washington's Magazine's Aug/Sept issue. The article features the best places to taste Washington's bounty. Both Hama Hama Oyster Co. and Finistere Restaurant, Port Townsend supplied photos.

Steve reported planning is continuing for our Fall Board Meeting and Lunch & Learn which is scheduled for Wednesday, October 31<sup>st</sup> in Port Angeles. The Fall education piece will focus on Sustainable Tourism and converting consumers into active stakeholders.

EDUCATION

Steve reported many of our members are not utilizing the functions available to them on our new website. He would like to see the board discuss a campaign to help educate our members of the benefits and added value available to them.

WEBSITE

Lisa reported the Marketing committee has met via email. The current issue is the growing design of the map and the issues surrounding added costs due to its size and weight. The committee is exploring and discussing potential solutions. They plan to have a proposal for the board at the September meeting.

MARKETING

The board discussed our social media platform and the suggestion we consider elevating our Instagram presence.

Lisa explained Neil's suggestion of holding smaller events in each of the four quadrants of the Peninsula. These events would aim to create new interest in the OCL and foster relationships for area members and businesses. The event could include both businesses and consumers. The Executive Committee will discuss further at their next meeting.

NEW  
BUSINESS

President Lisa nominated Annie Sandifer, the Manager of the Log Cabin Resort, for a position on our Board of Directors. Lisa thanked Annie for attending this July meeting. This will be voted on at the September board meeting.

We continue to seek nominations for the position of Vice-President.

OLD BUSINESS

There being no further business, the meeting was adjourned at 11:22am.

ADJOURN

Our next meeting will take place on September 18th and will be a conference call.