

Olympic Culinary Loop
Board Meeting Minutes
July 16, 2019

At 9:33AM, President Lisa Martin called to order the meeting of the Board of Directors for the Olympic Culinary Loop, convened via Zoom video/audio conference call.

CALL TO
ORDER

Board Members present were: Masha Massey, Candi Bachtell, Jeff Betinol, Kristan McCary, Lisa Martin, Christina Pivarnik, Diane Solem, Jan Morris
Staff Present: Steve Shively

OCL President Lisa Martin noted that a quorum was present.

ACTION On a motion for corrected minutes approval Moved by Marsha, Seconded by Candi the April minutes were corrected – top of page 3 under marketing report – “Print cycle for current MAP drives membership sales. Once made **Map** closes...” The board **unanimously voted to approve** the corrected April, 2019 meeting minutes.

APPROVAL OF
MINUTES

Treasurer’s Report -

The current 2019 OCL Statement of Activity dated June 2019 was reviewed with Board by Treasurer Candi Bachtell. Candi will discuss with bookkeeper Becky the QuickBooks listing of Pledge vs. Invoiced Monthly membership activity.

TREASURER’S
REPORT

Motion to accept Treasurer’s report Moved by Christina, Seconded by Diane. The board **unanimously voted to approve** the Treasurer’s report.

2020 Budget proposal -

Candie and Lisa introduced the proposed 2020 OCL operating Budget. As Marketing Committee later reported, the 2020 Budget was built upon a scenario of moving away from our growing “phone booklet” of every-member listing, and towards producing a “Legacy Lure” brochure design with year-round distribution through Certified Folder, inclusive of seasonal distribution on WA State Ferries.

2020 BUDGET

The proposed budget is balanced with this new tri-fold map and distribution plan. It would be difficult if not impossible to continue with our current map model unless we raised dues which we just did for 2019. The Executive Committee does not favor raising dues for 2020 but instead waiting until 2021 and adding a cost of living increase. This smaller map and new distribution plan would help us meet that goal.

Proposal. After robust Board discussion the proposed 2020 Budget was Moved for acceptance by Christina, Seconded by Marsha. The board **unanimously voted to approve** the 2020 Budget. (reference budget

<https://docs.google.com/spreadsheets/d/1sf1XhbIEbRtrS1hZwbnf2DonRQtLd5aPkaNympiafzo/edit?usp=sharing>)

Membership –

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

- Pleased by OCL's record early approval of next years-budget. This will assist with in-season membership renewal and sales.
- Pulsed Board on value of receiving OCL Executive Committee briefings out to full Board. Sent May, June & July
- Discussed increased YTD Map fulfillment requests and end of Q2 billing to Partners.
- Ongoing efforts of Olympic Peninsula Chowder – culminating this October at CrabFest
- Increased open rate for monthly Fresh Sheet eNews, and positive social media metrics.
- Shared current listing of membership prospects by each county and Pathways
- Leadership with 2nd Farm-to-Table Trade Meeting (B2B), Nov. 18 at Fort Worden steering committee leadership,
- Helping with Lavender and Crab Festivals, and new member special event with C'est Si Bon restaurant (all Consumer events).
- Developing digi-centric member benefits to support newly approved "legacy lure" print brochure

Kristan and Steve shared preliminary work on 4Q2019 In-Person meeting location – October 22, -, Blyn Noon – 1:30 Lunch & Learn. Working Topic "Celebrating Authentic Growth". Twin focus of

- a) Retrospective on OCL's 10 years, and b) in coordination with 7 Cedars hotel GM Debbie Wardrop and the tribe's Allen brothers Ron and Jerry, lessons on 'Strategic Planning for seven-generations'
- c) take-aways for all attendees aimed at identifying and building upon of own authentic strengths.

Timing considerations: Typically, OCL in-person Board would precede Lunch & Learn, e.g. 9:30 – 11:30AM Board. Yet a Tentative – TBD possible OPTC meeting 10/21 or 10/22 might influence schedule. Stay tuned.

Lisa shared with the Board work and recommendations of the Marketing committee. Focus is moving away from the ever growing annual "phone book" listing the nearly 100 OCL members and transitioning to a "legacy" lure brochure MAP in a tri-fold style. This new map would be designed to attract taste tourists to website where they could create their own appetizing

MEMBERSHIP
DIRECTORS
REPORT

EDUCATION

MARKETING

itineraries. It would also contain a larger LOOP map. Additionally, the brochure would be significantly smaller and therefore have lower production costs, a lower carbon footprint, and cost less to mail.

The members wouldn't be listed like they are in the current map. However, we have already moved away from putting specific map pins on the map for each business because the map had become too cluttered particularly around Port Townsend and Sequim.

In conjunction with the new map style we will distribute the map differently in 2020. It would be distributed through Certified Folder on the Kingston and Bainbridge Ferries in the shoulder seasons and on the peak season, distribute at CF's high-volume tourism centers, such as the Boeing Factory Tour, Coleman Dock, and the Seattle Convention Center.

Cost estimates for the recommended distribution mode has been prepared and integrated into a 2020 budget.

Steve and our designer Jennifer are proposing a tri-fold, brochure-style map. The cover would be the hero shot. The top 2/3 of the interior would be a larger culinary loop map and the bottom 1/3 would be either small partner ads or a sample itinerary. The remaining two panels would tell our story, mission, festivals, and fresh sheet sign-up lure.

Old Business: By-Law revisions. The following proposed By Law revisions, haven been proposed in April, reviewed and polled in May and June were proposed for amendment:

- a. *Article VI* - Clarifying regions "DMO" positions, and that they must be a "pay-to-play" member of the LOOP.
- b. *Article VI* - Updating mentions of 12 meetings/year to reflect new quarterly Board schedule.
- c. *Article IV.a* – Reinforce Board requirement of current in payment of fees.
- d. *Article IV.a* - Continued work on Pathway members having eligibility to Board

Christina spoke against the Pathway's eligibility to Board (Article IVa.). Jan and Marsha echoed, recommending status as "Advisory or Ex Officio" for Pathways members seeking greater involvement at Board level.

Marsha moved to modify Article IVa, deleting "and Board Membership", Seconded by Christina. **Approved.**

OLD BUSINESS

Marsha moved to accept By Laws as revised, Seconded by Candi – The board **unanimously voted to approve** the revised By Laws of OCL.

(reference

<https://docs.google.com/document/d/1mJp8LWfoUmxu53TW3h86HxIVXAqXuRVS31uCHleKr4E/edit?usp=sharing>)

Adjourn - With no further business to discuss, President Lisa Martin adjourned the OCL Board at 10:37AM

ADJOURN

Respectively submitted – Steve Shively