

**Olympic Culinary Loop**  
Board Meeting Minutes  
October 22, 2019

At 2:18PM, President Lisa Martin called to order the meeting of the Board of Directors for the Olympic Culinary Loop, meeting in person at the 7 Cedars Totem Room, Sequim, WA

CALL TO ORDER

**Board Members** present were: Masha Massey, Kristan McCary, Lisa Martin, Christina Pivarnik, Diane Solem, Neil Conklin

**Staff Present:** Steve Shively

**Excused:** Jeff Betinol, Candi Bachtell, Crystie Kisler

OCL President Lisa Martin noted a quorum of current Board was present.

**ACTION** On a motion for corrected minutes approval Moved by Diane, Seconded by Neil the July minutes were corrected – typo changed from Membership report “Please by OCL’s...” to “Pleased by OCL’s record early approval of next years-budget.” The board **unanimously voted to approve** the corrected July, 2019 meeting minutes.

APPROVAL OF MINUTES

**Strategic Reflections** – Responding to Lunch-n-Learn successful celebration of 10-years of OCL, Board members shared reflections including: Christina, Neil and Steve part of original Board. Marsha involved at State CTED / DOC level with instrumental seed-grant and Lisa’s long-term – and current – service as Board President.

LUNCH & LEARN REFLECTIONS

19 founding (and current) members: Ajax Café, Camaraderie Cellars, Finnriver, Elevated Ice Cream, Fireside Restaurant – Port Ludlow, Ocean Crest Resort, Olympic Cellars Winery, Lake Crescent Lodge, Lake Quinault Lodge, Alpenfire, Alder Wood Bistro, Bella Italia, Nash’s, Michael’s NW Seafood & Steakhouse, Kalaloch Lodge, Pan d’Amore, Westport Winery.

All agreed that OCL has exceeded its founding mission to “... define, promote and celebrate the Olympic Peninsula’s unique culinary experience, educate consumers, and ultimately establish the region as a niche destination to enhance economic development and the region’s tourism product.” And that there’s still plenty more to do.

**Nominations Report** – Lisa shared with Board notice of resignation from Candice Bachtell and Christina Pivarnik.

Board members gave thanks and admiration to both, with special praise for the 10-years leadership by Christina.

NOMINATIONS REPORT

Lisa shared with the Board the OCL Executive Committee’s considerations of converting OCL into a tourism product of Olympic Peninsula Tourism Commission (OPTC) considering the ongoing challenges of maintaining 16-

seat board structure. Marsha as Executive Director of OPTC, spoke to the opportunity, acknowledging OLC's importance to the overall Tourism offerings. Noting that OLC's consumer facing marketing and promotions would "fit" well within OPTC, yet professional development and B2B offerings such as "Lunch & Learn" would be a stretch for current OPTC mission. Not to mention current organizational capacity issues. Overall, worthy of further investigation and consideration.

OCL Executive Committee recommended By-Law modifications resulting in proposed amendments to Article VI Board of Directors:

PROPOSED  
BY-LAW  
REVISIONS

~~Each county area will have three board positions including a restaurant or beverage producer, a destination marketing organization, and one at-large position that can be from any of the mentioned categories or related industry, including tribes, suppliers, growers, distributors, chefs, caterers or individuals.~~ The Board will be comprised of SEVEN (7) persons representing businesses/organizations as defined in Membership and possessing the following qualifications.

1. All Board members must live or have their primary work in one of the four Olympic Peninsula counties. Grays Harbor, Mason, Clallam or Jefferson.

2. There will be FIVE (5) members representing culinary tourism-oriented business (i.e. accommodations, restaurants, caterers, agriculture and aquaculture farms, beverage makers and other added-value producers, suppliers, culinary events, attractions, etc.) or individuals.

3. There will be four TWO (2) at-large members who will be non-county specific DMO's.

~~Ideally, they will bring diversity to the board, i.e. either geographically or representing industries not currently included on the board. representing city or county DMO's from across the membership area.~~

Good faith efforts should be made towards geographical diversity in representation. In filling open Board seats, every effort should be made to consider diversity of industries and diversity of geography in order to have a balanced Board.

Additional By-Law revision proposal is to add:

The name of the organization shall be the Olympic Peninsula Loop Culinary Tourism Association, (dba Olympic Culinary Loop) and shall hereinafter be referred to as the Association. To Article I. Name

Motion to accept proposed By-Law amendments made by Christina,  
Seconded by Diane. Approved unanimously. (Ref.  
<https://drive.google.com/open?id=18dpbZCMizmRZd627o11p5bX33gsRTwKS> )

Procedures addressed in “Article XIV. Amendments to By-Laws” will be followed related to these proposed By-Law revisions.

**Treasurer’s Report -**

The September 30, 2019 OCL Statement of Activity dated October 21, 2019 was reviewed with Board by Treasurer Pro-Temps Marsha and Kristan, referring to notes prepared by Candi will discussions with bookkeeper Becky. The report showed YTD revenue of \$37,537.52 vs. expenditures of \$34,715.81. Total Liabilities and Equity of \$15,060.05. Motion to accept Treasurer’s report Moved by Diane, Seconded by Christina. The board **unanimously voted to approve** the Treasurer’s report.

TREASURER’S  
REPORT

**Membership –**

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

- Distributed mail requested fulfillment of printed MAP continues high +11% YTD
- THE Official Olympic Peninsula Seafood Chowder campaign concluded in grand style on stage at CrabFest with OCL President, elected officials and public all voting in our winner!
- Negotiated favorable contract with Certified Folder for full 2020 “lure” MAP distribution
- Combined with OPTC for A Collaborative Symposium Oct 22.
- Leadership for Nov. 18, Fort Worden, Trade-to-Table Trade Meeting Clallam-Jefferson-Kitsap
- Shared current listing of membership prospects by each county and Pathways
- LTAC Grants Requests continue to be submitted

MEMBERSHIP  
DIRECTORS  
REPORT

Steve thanked Kristan for program help with developing today’s In-Person Lunch & Learn meeting. Topic “Celebrating Authentic Growth. Board discussed desire of Spring Lunch & Learn. Christina said she’d make contact with Oregon’s Food Trail and explore possible collaborative presentation.

EDUCATION

**New Business -**

2020 Meeting dates approved – Jan. 21 (video conference), April 21 (in-person), July 21 (video conference), October 20 (in-person)

NEW  
BUSINESS

**Adjourn -** With no further business to discuss, President Lisa Martin adjourned the OCL Board at 3:40 PM

ADJOURN

Respectively submitted – Steve Shively