

**Olympic Culinary Loop**  
Board Meeting Minutes  
April 21, 2020

At 10:34AM, President Lisa Martin called to order the meeting of the Board of Directors for the Olympic Culinary Loop, meeting via video conference call.

CALL TO  
ORDER

**Board Members** present were: Marsha Massey, Kristan McCary, Lisa Martin, Diane Solem, Dane Murphy, Crystie Kisler and Jeff Betinol

**Staff Present:** Steve Shively

**Not Present:** Neil Conklin,

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

In light of current COVID-19 “Stay At Home” order, Board members took turns sharing business impacts and personal situation due to COVID-19. Many discussed pivots in business, plenty of projects getting done. All desired greater – unified – guidance to business and safety guidelines and messaging to consumers.

**ACTION** A motion to accept the January 21, 2020 minutes was Moved by Diane, Seconded by Marsha. The board **unanimously voted to approve** the January 2020 meeting minutes.

APPROVAL OF  
MINUTES

No current **Treasurer’s report** supplied. Lisa and Marsha noted that OCL taxes have been filed, and an approximately \$11,000 bank balance is known. Under Exec. Committee direction Steve applied for SBA CARES-Act EIDL loan on March 30.

TREASURER’S  
REPORT

**Nominations Committee** – Lisa noted that current Board was in meeting packet and can be viewed online:

<https://www.olympicculinaryloop.com/ocls-membership-structure-organization> The individual for remaining open seat is waiting on federal delays due to COVID-19 to authorize nominee to be Okayed.

NOMINATIONS  
REPORT

**Marketing** – Lisa noted that everyone has received printed “Lure” brochure map that is being distributed through Certified Folder with scheduled shoulder season additions across WA State Ferry lines. Steve, in agreement with OCL Executive Committee, has contacted Certified Folder and had current distribution placed on hold until brochure distribution sites are re-opened, post COVID-19.

MARKETING

Port of Seattle Tourism Spotlight display at SeaTac has been awarded OCL. Grant funding from Jefferson and Clallam tourism will help fund. However, 3Q2020 installation will be deferred to future date due to COVID-19.

**Membership & Marketing Partners –**

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

- Due to COVID-19, the world as we know it – especially travel – has been turned upside down. Numerous festivals and events postponed.
- Research shows that travelers sentiment is expressing over 66% have interruptions in upcoming travel plans due to COVID-19.
- Post COVID “Revenge Spending and Visitations” may drive a surge in visitors, greater than local infrastructure is able to sustainably welcome.
- Domestic “Staycation” travel will recover long before international travel returns.
- OCL’s response has included collaboration with state and regional tourism partners and highlighting operational updates of members. Digital media promotions of OCL virtual meeting backgrounds for Zoom, “Foodie Friday” recipe shares with OPTC and reporting both creative highs and business closing lows of members.

MARKETING &  
SALES  
DIRECTOR  
REPORT

**Education –** Kristan and Steve shared that the April 21 Lunch & Learn at Finnriver has been moved to May 19, pending lifting of the “Stay At Home” order and Finnriver being able to host. Social Media update – especially related to Instagram remains the topic.

October 20 Lunch & Learn is set with Travel Oregon sharing insights from their food trail.

EDUCATION

**Good of the Order –** Lisa shared that the Olympic Peninsula Winery Association is continuing with plans to one a Port Angeles downtown tasting room.

NEW  
BUSINESS

**Adjourn -** With no further business to discuss, and everyone encouraged to stay safe and stay well, President Lisa Martin adjourned the OCL Board at 11:55 AM.

ADJOURN

Respectively submitted – Steve Shively