

**Olympic Culinary Loop**  
Board Meeting Minutes  
January 19, 2021

At 10:37AM, 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 Kristan McCary (Secretary), Lisa Martin (President), Diane Solem (Vice President), Neil Conklin and Jeff Betinol Attendance via Proxy - Marsha Massey (Treasurer) – proxy to Lisa, Crystie Kisler – proxy to Lisa

**Staff Present:** Steve Shively

**Not Present:** Dane Murphy

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

Reflecting upon the ongoing COVID-19 impacts, Board members took turns sharing resulting business joys and concerns. Many discussed that the pros and cons of “streateries” and modified capacity operations continue to challenge business. Diane reported that Ocean Shores 2020 traffic volumes were higher than 2019 levels. Six restaurants have tent service, most are offering take-out. All agree that fine dining offerings don’t transfer well to take-out, resulting in many establishments continuing to suffering.

**ACTION** A motion to accept approval of **October 2020 minutes** was Moved by Diane, Seconded by Neil. The board **unanimously voted to approve** past meeting minutes.

APPROVAL OF  
MINUTES

**Treasurer’s report** – No report provided. Lisa shared update on OCL financial reviewed by she and Marsha. Noting that OCL’s reserves are approximately \$4,000.

TREASURER’S  
REPORT

**Nominations Committee** – Lisa reminded the Board that she would be transiting from the position of OCL president in 2021. OCL vice president Diane Solem has accepted the nomination as new OCL president. No other nominations received, **ACTION** the OCL Nominations Committee moves that Diane Solem be the OCL president, motion Seconded by Jeff, and **unanimously approved by the board**. Diane chaired the balance of the meeting.

NOMINATIONS  
REPORT

Lisa will take the role of vice president. Nominations reported that Chris Butler-Minor is unable to apply for the vacant seat #7 at this time. Neil accepted the reupping for seat #1, and Kristan for seat #6.

Neil and Kristan agreed to join Lisa on Nominations to define Crystie Kisler’s reupping for seat #2 and fill vacant seats #3, and #7. (see attached matrix)

**Membership & Marketing Partners** – Steve gave the Membership Director’s Report which was distributed with the board packet. Highlights include:

- 2020 review, focus on digital information emphasis due to COVID
- Strong 124% Year-over-year increase in social media reach, Facebook 3,996 – all organic – fan “Likes”. Monthly “Fresh Sheet” eNews enjoyed +11.8% Opt-In subscriber growth (10,546) and average 15.6% Open and +18.3% Click Thru Rates.
- Ongoing lure MAP distribution recommended through Certified Folder
- COVID-19 themed posts highlighted. Emphasizing balance of OCL members inspiration and planning pivots, with ongoing emphasis on maintaining social distancing and mask wearing and calls to support restaurants during economic downturn.
- Strong performance of October’s National Seafood Month campaign and policy input to numerous economic advisory councils.
- OCL’s COVID response continues collaboration with state and regional tourism partners, phased messaging of continual Inspiration, Education and – when the time is right – Welcome back!

**Education Committee** – Steve and Kristan reported that OCL Executive Committee has determined that the 2Q2021 meeting in April will be via Zoom, thus no in person “Lunch & Learn” education offering planned at this time. Board was asked to offer up professional development or related campaigns to Steve in lieu traditional “Lunch & Learn” topics.

**Adjourn** - With no further business to discuss, and everyone encouraged to stay safe and stay well, President Diane Solem adjourned the OCL Board at 11:33AM.

Respectively submitted – Steve Shively

MARKETING &  
SALES  
DIRECTOR  
REPORT

EDUCATION

ADJOURN