

Olympic Culinary Loop
Board Meeting Minutes
April 20, 2021

At 10:38AM, Vice-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 (Treasurer), Kristan McCary (Secretary), Lisa Martin (Vice-President),

Members represented via Proxy - Diane Solem (President), Crystie Kisler, and Jeff Betinol

Staff Present: Steve Shively

Not Present: Neil Conklin

OCL Vice-President Lisa Martin noted a quorum of current Board was assembled.

Reflecting upon the ongoing COVID-19 impacts, Board members took turns sharing resulting business joys and concerns. Many successful reopening's and profitable Easter's reported – thankfully due in a large part to outstanding weather. Marsha reflected on 58 weeks of weekly Destination Analyst virtual meetings, noting that travel trends are peeking, especially in Texas, Louisiana and the South. Still mostly 'drive market' travel, with Las Vegas announcing that they will be "100% reopen" (inclusive of meetings and events), by June. Big issues are with workforce. Many hospitality operations are paying signing and staying bonuses in efforts to fill essential shifts. National Park concessionaires are being instructed to limit public spaces (i.e. lobby, restaurant) to 25% of capacity regardless of local county Phase or state-wide capacity rules.

ACTION By consensus the 1Q2021 OCL Board **minutes** of January 19, 2021 and the March 2021 **Financial Report**, reporting YTD 10,854.00 income vs. 6,902.59 expenditures, with \$10,088.19 total liabilities and equity balance was **Approved unanimously**.

APPROVAL OF
MINUTES and
TREASURER'S
REPORT

Nominations Committee – Nothing to report

NOMINATIONS
REPORT

Membership & Marketing Partners –

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

- Focused March CSA ordering campaign.
- Improving traveler's sentiment reflected across the months in themes of monthly OCL Fresh Sheet. All retaining robust Opt-in subscription, every-issue engagement and click-through rates.

MARKETING &
SALES
DIRECTOR
REPORT

- Good – all organic – social media engagement and growth was reviewed.
- First expressions of return to in person events, e.g. winemaker dinner, and some summer and fall festivals being planned, albeit in COVID modified manners. Still, spring events, e.g. ShrimpFest are largely being postponed for 2021.
- Education and professional development efforts being put into highlighting State - WSDA, Federal Restaurant Recovery and local – NODC eCommerce assistance availability.
- OCL's COVID response continues collaboration with state and regional tourism partners and highlighting operational updates of members.

MARKETING &
SALES
DIRECTOR
REPORT (cont.)

New Business –

- a. **Remaining 2021 Meeting Dates** – 3rd Tuesday of each quarter:
 - a. Q3 – July 20, 10:30AM (Virtual via Zoom)
 - b. Q4 – Oct. 19, 9:30AM + Education luncheon offering (TBD)

- b. Board endorsement and encouragement for Steve to spread the good news that a regional Economic Development leadership organization is interested in helping create an Ag/Culinary aggregator full of all that is delicious on the Olympic Peninsula. Steve will promote the Taste & Sip Olympic Peninsula in a Box by asking for participation of those with a signature spice rub, Sauce, Jarred or bottled sampling of local YUM they'd like to sell on-line.

NEW
BUSINESS

Adjourn - With no further business to discuss, and everyone encouraged to stay safe and stay well, Vice-President Lisa Martin adjourned the OCL Board at 11:40AM.

ADJOURN

Respectively submitted – Steve Shively