

**Olympic Culinary Loop**  
Board Meeting Minutes  
July 20, 2021

At 10:33AM, President Diane Solem 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 Diane Sole (President), Marsha Massey (Treasurer), Kristan McCary (Secretary), Jeff Bentinol.

**Members represented via Proxy** - Lisa Martin (Vice-President), Crystie Kisler

**Staff Present:** Steve Shively

**Not Present:** Neil Conklin,

OCL President Diane Solem 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. Some Ocean Shores restaurants and hotels are closing for upcoming weekends due to spikes in COVID rates through their staff.

Most business' around the LOOP are experiencing staffing shortages, resulting in gaps in service delivery from hours of operation to levels of customary service.

Many express interest in news about affordable housing solutions and farmworker housing solutions.

Marsha reported on various lodging issues from 7 Cedars to Chito Beach, all trying different model to meet the conditions.

Messaging of: Pack Your Patience, Take Only Pictures, Leave on Footprints, and Share... Patience | Joy | Kindness & Kindness (OPTC's 'Share...' button campaign)

**ACTION** By consensus the 2Q2021 OCL Board **minutes** of April 20, 2021 and the June 2021 **Financial Report**, reporting YTD 18,792 income vs. 13,205 expenditures, with \$5,587 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:

- Ongoing focus on the "COVID-coaster" of ongoing twists and turns.

MARKETING &  
SALES  
DIRECTOR  
REPORT

- 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.
- 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 and Seattle to Alaska cruise season being planned, albeit in COVID modified manners.
- Good requests for OCL info. From May/June NW Travel & Life Summer Planning ad.
- Excellent results from spring “You Can’t Get Anymore NW” campaign thanks to OPTC.
- OCL’s COVID response continues collaboration with state and regional tourism partners and highlighting operational updates of members.
- Messaging for #RecreateResponsibly and sustainability being shared.

MARKETING &  
SALES  
DIRECTOR  
REPORT (cont.)

**Education Committee** – “Art of Hosting, and Harvesting Community Well Being” is theme for Oct. 19 Lunch & Learn at Noon. Kristan, Christy and Steve will be getting together to start planning.

EDUCATION  
COMMITTEE

**New Business –**

- a. **Remaining 2021 Meeting Dates** – 3rd Tuesday of each quarter:
  - a. Q4 – Oct. 19, 9:30AM + Education luncheon offering (7 Cedars, Blyn). Gold of draft 2022 budget presentation for Board.

NEW  
BUSINESS

**Adjourn** - With no further business to discuss, and everyone encouraged to stay safe and stay well, President Diane Solem adjourned the OCL Board at 11:32AM.

ADJOURN

Respectively submitted – Steve Shively