

Olympic Culinary Loop
4Q2023 Board Meeting Minutes
November 21, 2023

At 10:33AM, OCL President, Lisa Martin, called to order the 4th Quarter 2023 meeting of the Board of Directors for the Olympic Culinary Loop, meeting via Zoom conference call. Noting a quorum of current Board was assembled, combined with Proxy vote authority.

CALL TO
ORDER

Board Members present were President Lisa Martin, Neil Conklin, Laura Prendergast (Vice President), Marsha Massey (Treasurer), Jeff Betinol, Bethany Smith (Secretary) *via-proxy*
Staff Present: Steve Shively

A brief roundtable of events was shared. Highlights included:

SHARING

- Lisa shared that Olympic Cellars hosted their 3rd Sip & Shop, a very successful event, drawing a new crowd, always important as the season slows down.
- The Olympic Peninsula Winery Association is planning a Feb. 17, Red Wine and Chocolate – single destination event - at 7 Cedars, with plans for a winemakers dinner on Feb. 16. This is a renewed offering from the pre-COVID “Tour” only without the required travel from individual wineries across the Peninsula.
- Laura – prepping for Finnrivers, community bowl program featuring pottery bowls handmade by local potters to support local non-profits – plus Orchard Walks. Their Tumwater Craft District location already has a limited parking issue.
- Neil – Bella reported successful Fungi Festival, highlighted by 1,000 person dinner, supporting local food bank. Local beer with Chestnut Mushroom beer among highlights. Restaurant scene in PA continues to struggle. Togas Soup new owners bringing good energy Leavenworth, - Steve Johnson at Lazy J, has 4-rows apples looking for labor to harvest.
- Marsha – OPTC all grant funding for LTAC approval completed, busy wrapping up OPVB/OPTC strategic tourism master plan.
- Jeff – Chevy Chase – Busy with holiday season prep and planning for new year. Building plenty of packaged incentives. rates are going up.

ACTION By consensus the 3Q2023 OCL Board **minutes** of August 15, 2023 (motioned by Marsha and seconded by Jeff), plus current **Financial Report**, reporting of October, 2023 YTD \$ 42,340.00 revenue, vs. YTD expenses of \$30,527.25, resulting in \$11,812.75 net assets, favorably comparing to the same period 2022 of \$5,436.62 net assets. **ACTION** Laura Moved, and Neil Seconded approval of the financials, which were accepted unanimously.

APPROVAL OF
PAST MINUTES
& FINANCIALS

Nominations Committee –

- Remaining vacancies of seats in both 2024 (seat #3) and 2025 (seats #7 & #9) discussed by Board.

Membership & Marketing Partners –

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

- Shellfish and Short Term Rentals (think Airbnb) are making headlines.
- State of WA Tourism conference – Yakima, October 24 – 26, 2023 was a success. Save the date October 7-9 in Vancouver, WA.
- Update of ongoing Olympic Peninsula Tourism Strategic Plan assessment shared. Preliminary key takeaways include considerations for expanded Culinary Loop product and partner collaborations.
- Examples of strong post-pandemic rebound reviewed through expansion of many OCL partners offerings for Thanksgiving.
- Yet, recovery remains fragile, with COVID still impacting, and growth being devastation faced by Maui's wildfires.
- Great OCL promotion through Primer Media's "Food Traveler" advertorial featured in NW T&L, 425 and South Sound publications
- Reprint of OCL lure brochure and expansion of Certified Folders distribution on ferries from 9-months to 12-months (I-5 high-traffic visitor contacts and both SEA and PDX airports remain year-round).
- Lamenting the passing of many vital figures in OCL's growth including Taylor Shellfish's Chef Xinh Dewelley and Duke's "Wild Bill" Bill Ranniger

New Business –

- Educational opportunities coming out of Olympic Peninsula Tourism Strategic Plan recommendations with Anthony Anton of WA Hospitality.
- 2024 recommended Budget of \$53,050.00
- Proposed 2024 Quarterly Meetings (3rd Tuesday of each quarter)
 - 1Q2024 - Feb. 20, 2024 - via Zoom 2Q2023 - May 21, 2024 - Hybrid+ outreach/education
 - 3Q2023 - Aug. 20, 2024 - via Zoom
 - 4Q2023 - Nov. 19, 2024 - Hybrid+ outreach/education

ACTION: All items moved by Neil, second by Jeff – unanimously Approved

Next Meeting

- Q1 – February 20, 2024, 10:30AM via Zoom.

Adjourn – Lisa adjourned the OCL Board at 11:25AM.

REPORTS

NEW
BUSINESS

NEXT
MEETINGS

ADJOURN

Respectively submitted – Steve Shively