

**WCVB Minutes**  
**Monday, August 19, 2013**  
**3:00 PM**  
**Grouse Mountain Lodge**

Erica Coffman, Chair of the WCVB, opened the meeting at 3:05 pm.

Rhonda Fitzgerald, Scott Ringer, Jake Cook, Luke Walrath, Jan Metzmaker, and Sara Tate were in attendance  
Excused absence- Nick Polumbus, Barb Brant, Bruce Haller. Unexcused- Zak Anderson

Present: Lisa Jones and Anna Stene, LJ Communications, John and Jen Frandsen, Old Town Creative

Erica welcomed the group and asked for introductions.

**Minutes**

**Rhonda moved and Scott seconded a motion to approve the June 17, 2013, minutes. Approved unanimously**

**Financial Report- Rhonda**

Rhonda stated that the TPA was healthy and up 12% for the year. The Resort Tax was up 10.3%. Rhonda had been working hard to make sure all the updates were added to the budget. There was still a question about whether the \$10,000 media buy had been placed into PR. The revised financials will be sent out by email once we can make that adjustment.

Some bookkeeping questions were raised regarding checks that were written for the Calgary Snow Show for FY 14 but were paid in FY13. Scott would like a journal entry to credit the right account in the correct fiscal year. Jan will check with Della when she comes in next.

The question of delinquencies was raised. The board would like to develop a firmer policy for those who do not pay on time. Jan will generate a letter for those delinquent more than one month. Another reminder will be sent after 60 days. At ninety days, they are off the website and lose member benefits.

Scott is checking with a lawyer to see how we recover the delinquent funds from Cooper's. They quit the CVB in March and by contract, must give us 3 month's notice. As of May, they were still collecting the TPA and not remitting it to the WCVB. They have never remitted any TPA collected.

**Director Report**

Jan gave an update on her activities. She attended a dinner with the new Amtrak marketing staff in June and was encouraged by their willingness to continue the good work we are doing in Seattle. In addition, they expressed interest in developing the Portland market further. A recent meeting with Travel Alberta, MTOT and the WCVB was a good start on creating some marketing based on cross promotions.

Coming up:

TAC in Glasgow on October 7-8.

Glacier Country meeting in Browning October 15.

MTOT Audit on October 25

Ski Shows:

Minneapolis Ski Show October 18,19,20

Calgary Snow Show November 2,3

Seattle Ski Dazzle at Centurylink Field and Warren Miller in Bellevue November 8,9,10

Portland Ski Show November 15,16,17

Warren Miller at McCaw Hall in Seattle. Press event also being planned

**PR Report**

**Website Update- Old Town**

Jen passed around the newest webstats. Our visits were up 1.24% over last year. Page views have dropped mainly because the new format allows the visitor to get to the information they want quicker. However, they are staying a bit longer when on the website. We don't have any promotions going on right now, so referrals are down. App Report was also provided. 1627 total Android installations, Apple iOS/iPhone installations 1156 to date. 297 in July alone.

**New Business**

Joint Venture Co-ops with MTOT  
Jen provided the recommendation from the Marketing Committee.

iExplore cold season	\$10,000
iExplore warm	\$ 5,000
extended warm season buy to hit the fall shoulder season-	\$4,000
onthesnow.com	\$10,000 with at \$10,000 MTOT match
National Geo Traveler	\$14,624 for 1/3 p in Dec/Jan issue
	\$ 7,412 for 1/6 page in May
Ski Mag	\$ 5,031 ¼ p in January issue
Backpacker	\$ 2,036 1/6 p May issue
Kootenai Culture up to	\$ 6,000
Warren Miller	\$ 5,000
Other markets	\$3,000 TV opportunity
	\$6,500 Portland winter
	\$3,000 Seattle
	\$30,000 for things we do annually
Tim's/Amtrak/CBS	\$5,000
Warren Miller	\$5,000 opportunity co-op
	Total \$121,603

A total of \$147,010 was budgeted for consumer marketing. It was suggested that \$15,000 be placed in opportunity leaving \$132,010.

A buy in NW Travel was suggested but only if Amtrak participates

Rhonda moved and Jake seconded a motion to approve the media buy requests. Approved unanimously.

Rhonda also suggested we review some of the projects we do annually to see if they were effective.

**Old Business**

Jan Plan. Nick was working on a job description, however, due to a school board meeting, he was unable to make the WCVB meeting. Erica asked for a committee to develop a plan. Erica, Rhonda, Jake and Nick agreed to serve. John and Jen Frandsen and Lisa Jones asked to be included.

**VIC**

Jan read an email Nick Polumbus sent prior to the meeting about working toward a joint office with the Chamber. No action was taken.

**Scott moved to adjourn, seconded by Jake. Approved unanimously.**

**Signed:** \_\_\_\_\_ **Date** \_\_\_\_\_

