



Meeting Minutes

Board of Directors Meeting

Location | Zoom

Date | May 11, 2021

Present: Dee Patterson, Steven Cadematori, Tiana Anderson, and Whitney DalBalcon
Guests in Attendance: Scott Frank, Summer Derry, William May and Venise Cunningham
Absent: James Ball, and Andrea Brannon

Minutes Recorded by Meilee Anderson
Meeting called to order at 10:03 AM

Tiana motioned to approve the minutes as presented. Whitney seconded. Motion carried.

Regional Roundup

Scott Frank from the Washington Department of Transportation gave a brief update on work in progress to reopen Chinook, Cayuse and White Pass.

Dee Patterson shared that after a strong ski season Crystal Mountain Hotels were closed for a brief period to focus on deep cleaning, maintenance and preparations to reopen for the summer season on June 25th. Based on inquiries and bookings the summer season looks to be a good one.

Tiana gave a summary of the YTD operations and the new Crystal Sky Camp. Crystal Mountain Resort is closed now. The resort will reopen weekends only May 28 through June 27th. Daily operations scheduled for July 2-September 6th. A new ropes and obstacle course located near Silver Creek could be developed in the future. Ground breaking TBD. Last minute wedding bookings continue to bolster sales. The resort is hiring to fill a position in the sales department.

Lauren discussed a recent filming for the German reality show "Meet the Reimanns" that took place at Crystal Mountain Resort and Alta Crystal Resort.

Venise from Simple Goodness Sisters reported the soda shop and tasting room in Wilkeson opens this week. Visitors will be able to enjoy a "Farm to Bar" table menu, ice cream, craft sodas and cocktails and purchased locally sourced syrups from their farm. The shop is located within walking distance of the Carlson Block which is still enjoying long lines and 90-minute waits for their pizza as a result of recent media coverage in the Seattle Times. The soda shop opening this week will give visitors an option to get refreshments while they wait for their pizza. The new "bacon and eggs" skatepark opened with media coverage in the Tacoma News Tribune.

Whitney mentioned attendance is steady at Northwest Trek Wildlife Park. The Wild Drives and Keeper Adventure Tours continue to be popular. The Wild Drives are drawing a new audience of visitors with mobility challenges who appreciate the opportunity to experience the Free-roaming area in the comfort of their own vehicles. The Photo Tours will be reintroduced this season. Tram tours will not operate at this time. Zip Wild may open in July. Northwest Trek Wildlife Park plans to break ground on a new tram tour station this month. When completed the new station will operate with eco-friendly electric

powered trams. Opening date for the new station is tentatively scheduled for spring 2022. Modified versions of popular special events like Slug Fest are scheduled this summer.

Meilee stated in Enumclaw the Mud Mountain Recreational Area will host 2nd Annual Running with Big Foot on July 24th. And the King County Fair returns to Enumclaw Expo Center July 15-18. In Ashford, the new Trailhead Bar & Grill is scheduled to open in late May. The Tacoma News Tribune wrote an article about the new restaurant. The 1st Annual Ashford Bicycle Week Festival is scheduled for July 10-15. Cyclists will ride from Ashford to Packwood and back in one day, plus explore other routes in the Nisqually Valley outside of the national park. The Lodge in Ashford is under contract to be sold to a new owner. Wildberry Restaurant and Skate Creek Road are both open for the season. Happy Tails in Ashford has expanded their operations and broke ground on two new upscale yurts. And Stone Creek Inn is renovating their larger cabins.

Mount Rainier National Park welcomed over 27,000 recreational visitors in the month of March 2021. March visitation represents a 7% decrease from 2020 numbers however the overall visitation to the park is up 77% for the first quarter of 2021!

Financial Report

The Balance Sheet and Profit and Loss reports were circulated and discussed.

Old Business

Dee reminded the board to continue to invite stakeholders from the region to participate in the VR program and to consider serving on the board.

New Business

Meilee reported on marketing, advertising, and administrative efforts. Each season has two ads airing on TV (King5) and radio (KMTT 103.7 The Mountain) in Seattle Metro. Targeted digital ads are running on social. Remarketing ads are running. We have additional support through Certified Folder rack card distribution, full page ad in Washington State Visitor Guide (print & digital), full page ad in 1889 (print & digital). Spring & Fall e-blast with WTA/Experience WA.

Lodging Referrals are up 172% over last year and up 41% over pre-Covid numbers. Website Traffic is up 33% over last year and up 55% over pre-Covid numbers. The ADR is up 4% over last year and down 8% from pre-Covid numbers.

Meilee reviewed recent public and media relations wins and encouraged members to visit the VR LinkedIn Page for links to articles in the New York Times, Seattle Times, Seattle Parent Map Magazine, Tacoma News Tribune, Chicago Tribune, Conde Nast Traveler, USA Today and more.

2021 Board Meeting Schedule

- Tuesday, September 7 (status of online or in-person meeting TBD closer to the date)
- Tuesday, October 12 (last meeting of the year)

Meeting adjourned at 11:40 AM