



Meeting Minutes

Board of Directors Meeting

Location | Zoom

Date | May 10, 2022

Present: Dee Patterson, Steven Cadematori, Whitney DalBalcon, James Ball, Tiana Anderson and Scott Armstrong

Guests in Attendance: Terry Wildy, Bill May, Summer Derry

Minutes Recorded by Meilee Anderson

Meeting called to order at 10:08 AM

Regional Roundup

Dee – Crystal Mountain Hotels are closed to the public for regularly scheduled annual maintenance. Reservations accepted for the summer season. Bookings on par with this time last year. Alpine Inn, and Snorting Elk to be open daily this summer effective June 24th.

Tiana – Incredible spring skiing conditions. Crystal Mountain Resort scheduled to operate each weekend (Friday-Sunday weather permitting) now through the end of May. Visitation exceeded expectations. Anticipate opening for daily summer operations the first week of July. The resort has a full calendar of events and wedding groups. Construction projects are underway. A new aerial course to be installed. The new course will feature bridges, ziplines, and obstacles.

Steven – Enumclaw continues to see growth in the short-term rental market. The Expo Center is busy year-round with events. A series of events are scheduled in downtown historic Enumclaw like Spring beer walk, and Sundays on Cole Street fair. The King County Fair is back to pre-pandemic attendance levels.

James – Ashford continues to see a big spike in new short-term rentals. 2021 was the strongest year on record for Mounthaven Resort. Spring 2022 occupancy was down compared to 2021. Reservations are coming in months ahead of arrival. Mounthaven Resort celebrates its 100-year anniversary this year.

Whitney – The debut of new electric trams is delayed. Wild Drives and Adventure Keeper Tours will continue to operate this summer. Baby animals expected in a week or two. Bird flu cases have been documented in Washington State. The birds (owls, eagles) at Trek have been moved to a protected area.

Scott – Renovations in progress at Ashford Lodge. July 1 is the tentative date for reopening the Ashford Lodge camping area.

Summer – WSDOT snow removal teams continue to work towards the goal of reopening Chinook and Cayuse Pass. With all of the late season snow the Memorial Day weekend goal may cause a delay in the opening.

Bill – Timeshare resorts are struggling and failing. The short-term vacation rental market continues to experience strong growth. Recent study reported 60% of travelers have stayed at a short-term rental.

Terry – Estimates for the Stevens Canyon Road project came in over budget which caused a delay in the contracting process. The focus of the rehabilitation work will occur in a 9 mile stretch of road. Box Canyon is the approximate center of this area. Restrooms, parking, and the trail at Box Canyon will be available to visitors. Once the contract is finalized and construction begins Stevens Canyon Road will be closed Monday-Thursday. The project is estimated to be a 2-year project.

The lower level of the Henry M. Jackson visitor center at Paradise is open to the public. Rainier Guest Services is operating the small café area. The road to Sunrise is estimated to open July 8th however late season snow may cause a delay.

Financial Report

P&L and balance sheet presented. VR has been reimbursed for 14% of the budget. Forecasted expenditures are approximately \$50,000 a month for the rest of the year which will meet budget goals.

Steven motioned the meeting minutes be approved as presented. James seconded. Motion carried.

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.

A CPA has not been contracted yet to conduct a financial audit. Meilee to follow up with possible CPA candidates.

New Business

Meilee shared

- YTD progress on 2022 major initiatives: 22 virtual tours for lodging partners scheduled. 12 shoots completed. Draft of new Chinook Scenic Byway itinerary is nearly ready for publishing.
- Pierce County LTAC application ideas for 2023 LTAC grant include eliminating the chatbot, print, tv, and radio to focus exclusively on targeted digital ads. Two major initiatives: a website refresh and to work with Steep Motion to produce new video content. Small amount of budget going to test a new geographic market. Exploring data to determine which new market to pursue. Work is underway with Port of Seattle to see which market has the highest visitor count at SEA and cruise terminals.

Future Board Meetings scheduled for Tuesdays from 10:00 AM-12:00 PM via Zoom on September 13, and November 8.

Meeting adjourned 12:16 PM