



## Visit Rainier Board of Directors Meeting Minutes

Date: November 12, 2024

Present: Dee Patterson, Steven Cadematori, Elisabeth Albers (proxy for Whitney DalBalcon), Bethan Maher, Rene' Popke, and Linnea Hansen. Absent: James Ball

Recorded by: Meilee Anderson

Meeting called to order at: 10:07 AM

### Approval of Agenda & Minutes

- Motion: Rene motioned to approve the minutes as presented; Bethan seconded. Motion carried.

### Board Roster

- Steven Cadematori completes his term after 20 years as a founding board member.
- Motions Approved:
  - James and Bethan to renew terms expiring 12/2026. Motion moved by Rene and carried.
  - Linnea to join for a two-year term; moved by Bethan. Motion carried.
  - Bethan as Vice President; moved by Rene. Motion carried.

### Regional Roundup

- Dee Patterson reported on Alpine Inn operations, ADA accessibility upgrades, and LOGE Alta's winter renovation schedule.
- Linnea (Crystal Mountain Resort) anticipates a November 29 opening (weather dependent). The resort will implement parking reservations for peak days. The free shuttles will operate again departing from Enumclaw Expo Center. The resort has a partnership with Enumclaw Middle School for a youth ski program.
- Rene' Popke highlighted Enumclaw Chamber's event success with record attendance at the Winter Stoke Block party. Enumclaw Expo Center noted a rise in international and out of state visitors at the Enumclaw Expo RV Campground, record attendance for Expo events, and increased fall event participation. Cherokee Nation rental and upcoming Wine Walk noted.
- Elisabeth Albers shared updates from NW Trek, including insights on electric trams, the upcoming Winter Wildland event, and ongoing sponsorship search for Hoot 'n' Howl.
- Bethan Maher from the railroad reported record ticket sales, expanding train routes, new parlor car addition, and Polar Express sell-out within days.

### Treasurer's Report

- Current Balance: \$7,089. Awaiting Buckley payments totaling \$11,000 and a \$30,565 reimbursement from Pierce County. Budget Utilization: 97% of administrative and 77% of marketing budget used, with further billing planned to reach 83%. Discussion on Line of Credit: Authorized James to apply for a line of credit, capped at \$50K, to support cash flow between grant reimbursements. Bethan moved, Steven seconded, motion carried.

## New Business

- LTAC Update: Pierce County, Lewis County, and City of Enumclaw approved full funding for VR 2025 applications, with Buckley LTAC's decision pending.

Marketing Update: Collaborations with Seattle Times for a winter MRNP story and JBLM for a January-May "Cabin Getaways" guide for service members.

## Pierce County Campaign Performance

- Core Ad Campaign: Targeting WA and OR; 7.1M impressions, 18,362 clicks, 42,988 room nights; ROAS of \$259.95 per \$1 spent.
- Out-of-State Opportunity Market: Denver and NY campaign; 3.1M impressions, 10,786 clicks, 1,779 room nights; ROAS \$5.44 per \$1 spent.

## Website and Social Media Engagement

- Website: Over 1M sessions YTD (approaching 2023's 1.02M).
- Instagram: 19% growth to 27,500 followers; high engagement with Reels and Stories.
- Facebook: 10% YTD reach increase to 3.2M; effective July and October Stories.
- Email Marketing:
  - Visitor Newsletter: 30% open rate, peak click-through rates in May, July, August.
  - Stakeholder Newsletter: 55% open rate, list grew 23%.
- Itinerary Downloads: 49,542 downloads YTD.

## Mount Rainier National Park Visitation

- Visitation Trends: Slightly below 2023, with strong spring/fall visitation supporting shoulder-season promotions.

## 2025 Meeting Schedule

- 2025 Board Meetings via Zoom from 10:00 AM - 12:00 PM on March 11, May 13, September 9, and November 11. Annual Stakeholders Meeting on March 11 from 3:30 PM - 5:00 PM.

## For the Good of the Order

- Letter of Support for MRNP: Authorized to issue a support letter for MRNP's grant application for funding to add seasonal law enforcement officers.

Meeting adjourned at: 11:49 AM