

Board of Directors Meeting: September 10, 2024

Present: Dee Patterson, Steven Cadematori, James Ball, Rene' Popke, Elisabeth Albers

Excused: Whitney DalBalcon

Absent: Bethan Maher, Tiana Anderson

Recorded by: Meilee Anderson

Meeting Called to Order: 10:06 AM



**1. Approval of Agenda & Minutes**

- Correction noted: Desiree Sharpe resigned.
- May 2024 minutes approved (James motioned, motion carried).

**2. Board Roster**

- Tiana Anderson has left Crystal Mountain Resort for a larger role at Greenwater Collective.
- Crystal Mountain may provide a new representative from the marketing department.
- Steven Cadematori agreed to finish his term, despite relocating to Montana.
- Bethan Maher may fill the VP role in 2025 at the conclusion of Steven's term.
- New GM of National Park Inn and Paradise Inn invited to future board meeting as a guest.

**3. Regional Roundup**

- Crystal Mountain Hotels: Dee stated the gondola is open Friday through Sunday until it closes on September 22, with plans to reopen in the winter. The hotels remain open daily with food and beverage service from 12 PM to 8 PM through fall. Occupancy is down year-over-year attributed to the national park's timed entry system, with fewer room nights and reduced F&B sales. However, guests appreciated easier park access and shorter lines, enhancing the visitor experience. Renovations are planned but not yet scheduled.
- Mounthaven Resort: James reported room nights sold are up, matching 2022 numbers, and income has increased. Traffic lines were worse this summer, especially on Sundays and mid-week. Guests expressed dissatisfaction with the timed entry system. The resort avoided wildfire smoke until September. Fall numbers are up 10%, helped by the end of the timed entry system.
- Enumclaw Expo Center: Rene' shared the Expo had a successful summer, though fair attendance was slightly down due to scheduling. The campground hosted visitors from eight countries. The ski shuttle to Crystal Mountain Resort will operate again this winter. The Adventure Van Expo exceeded attendance projections, and RAMROD cyclists appreciated using the Expo as a start and end point. Upcoming events include BBB (Barbecue, Beer Tasting, and Blues) and the return of youth sports programs.
- Northwest Trek Wildlife Park: Elisabeth Albers mentioned that four new electric trams are now operational, running on weekends throughout the fall. The Hoot 'n' Howl event series is slated for October 18-19. Park hours from September 30 to December 25 will be Friday-Sunday from 9:30 AM to 3 PM.

**4. Treasurer's Report**

- Balance: \$54,369. Financials were circulated with the agenda.
- Budget: \$404,000 marketing budget (66% spent); Admin & Personnel (68% spent). Pierce

County has contributed 63% of its projected \$500,605. Enumclaw has contributed 73% of its \$11,500 target. Lewis County has contributed 63% of awarded funds. 50% of the expected funds from e-blasts has been received. Buckley has yet to contribute from its projected \$12,000, but this will change in October. Discussion took place about increasing funding through various sponsorships.

**5. New Business**

- Pierce County LTAC: The board reviewed the news that Pierce County LTAC fully funded the 2025 application for \$495,375.
- Lewis County and Enumclaw LTAC: A discussion was held regarding the Lewis County LTAC application, due October 4, proposing a four-season digital ad campaign for \$44,900, and the upcoming Enumclaw LTAC application with a proposed request of \$13,800. James made a motion to approve and authorize Meilee to apply for both the Lewis County and Enumclaw LTAC funds and to circulate a draft of the applications for review. The motion was seconded by Steven and carried unanimously. Meilee will present the Lewis County LTAC in person on October 25.
- Washington State Tourism Initiative: The board briefly discussed updates to Washington State Tourism's funding model and its potential impact on future grant applications.

**6. Marketing Report**

- Meilee distributed a report from Datafy highlighting stats from the Pierce County campaign and reviewed the performance of the Lewis County campaign. She collaborated with Premier Media Group to bring their editorial and social media team to visit three Enumclaw businesses. This visit led to positive articles in two magazines.

**7. Meeting Schedule**

- Next meeting: November 12, 2024 (via Zoom).
- 2025 meetings via Zoom. Dee volunteered to host an in-person retreat to discuss future sponsorships and approaches to build reserves.

**8. For the Good of the Order**

- 70% of the tickets for the Polar Express Train Ride have already been sold. Advance ticket sales exceeded projections.

Adjournment: 11:33 AM