

**Washington Tourism Marketing Authority
Board of Directors Quarterly Meeting
In-Person / Hybrid meeting
October 24, 2023
Meeting Minutes**

Board Members in Attendance: Chair, Cindy Verge; Vice-Chair Anthony Anton; Secretary, Marsha Massey; Treasurer, Vijay Patel; Jodi Kayler; Jaime Loucky; Chris Sbarbaro; Tiffany Turner; Trevon Cooper; Rey Rodriguez; Holly Wood; and Robb Zerr.

Other attendees: Michelle Thana, Mike Moe, David Blandford, Lynn Longan, Chris Wills, and TVW Streaming.

Call to Order: Cindy Verge called the meeting to order at 9:38 am.

Elections:

Marsha Massey presented the proposed slate of 2024 officers as follows:

Chair: Anthony Anton

Vice Chair: Jaime Loucky

Treasurer: Vijay Patel

Secretary: Marsha Massey

Tiffany Turner moved that we accept slate as presented.

Jodi Kayler seconded.

Passed Unanimously

Board Minutes

Marsha Massey presented the minutes for August 24th and asked for questions/discussion.

Vijay Patel moved to approve the minutes as presented

Jaime Loucky seconded

Passed unanimously

Financial Report

Vijay Patel presented the financial report for review. There is a new format that includes the summary of the private local account.

Tiffany Turner moved to approve the financial report as presented

Jodi Kayler seconded

Passed unanimously

2024 Meeting Dates/Locations

January 25 – 9 am to noon – Virtual

June 4 – noon to 5 pm – Long Beach

June 5 – 8 am to 2 pm – Long Beach

August 15 – 9 am to noon – Virtual

October (Date and location TBD) in concurrence with SWT annual Tourism Conference

Anthony Anton moved to accept these dates/location

Tiffany Turner seconded

Passed unanimously

Committee Structure

Anthony Anton reviewed the standing structure and membership of committees. Discussion regarding the changing roles of the committees. It was decided we don't need a contract committee, but a lead who sits on the executive committee would work just as well.

Anthony moved to restructure the standing committees as follows:

(a) combine the Executive and Finance committees and add one position for a contract lead;

(b) combine the Policy/By-Laws with the Board Nominating & Development Committee and rename it the Board Governance Committee;

(c) eliminate the Contract Management Committee.

Marsha Massey seconded

Passed unanimously

ACTION: membership of these committees will be established at the January Board meeting.

New Contract

The new biennial contract between the WTMA and SWT was signed on October 11, 2023

Old Business

Finance Roles

Vijay Patel and Lynn Longan reported on the revised roles and responsibilities for financial reporting and tracking. Commerce will be taking on more of the administrative tasks.

Administrative Needs

Anthony reported on the administrative needs discussion. The executive committee will be working with Lynn to make sure all the needs of the board are met in a timely and efficient manner.

Governor Appointments

The Governor appointed two new people to the board, Trevon Cooper and Rey Rodriguez. The Senate Committee is working on a replacement for Senator Christine Rolfes as well as two alternates. Lynn is working with the Commerce Tribal Representative to fill the tribal advisory position on the Board.

State of Washington Tourism Report

David Blandford, Michelle Thana and Mike Moe presented quarterly update.

Adjournment

Tiffany Turner moved to adjourn at 11:51 am

Jodi Kayler seconded.

Passed unanimously.