

**Tourism Marketing Authority  
Board of Directors Quarterly Meeting  
Adrift Hotel Long Beach, WA  
June 5, 2024 9:30AM-5:30PM / Zoom ID: 857 2278 1990  
June 6, 2024 – 8:00AM-2:00PM / Zoom ID: 842 0500 6645**

**Wednesday, June 5, 2024**

**Check-in:** Adrift Hotel  
409 Sid Snyder DR, Long Beach, WA 98631

**9:00AM** Board Member Orientation

**12:00PM** Joint board member work

- Introductions
- Updated dashboard/Review of metrics (Tri Cities work)
- The state of, The State of Washington Tourism – Dave Blandford
- The state of industries – Anthony Anton
  - Lodging
  - Restaurant
  - Entertainment
  - Entertainment specifically cruise lines
- General conversation and comments.

**2:00PM** WTMA Travel to location Ilwaco Community Building Meeting Room.

**2:15PM** Call to order

- Roll call

Approval of minutes  
Approval of financials

**2:30PM** Reminder of purpose

- Review:
  - Mission statement
- Clarification/questions

**3:00PM** Committee strategic work

**5:00PM** Business meetings conclude

**5:30PM** Joint board reception

**6:30PM** Joint dinner

**Thursday, 6, 2024**

**8:00AM** Breakfast

**8:30AM** Call to Order

- Review of previous day
- Committee report outs

**8:45 AM** Presentation by DOT & Q AND A

**9:15 AM** Priorities until next meeting

Old/New business

- New biennial contract status, Lynn Longan
- Update from Commerce, Robb Zerr

**10:15 AM** Break

**10:30 AM** SWT staff program presentation (one hour with WTMA Q&A)

**11:30AM** Adjourn

**Scheduled Quarterly WTMA Meetings  
for 2024**

**August 15 – 9 am to noon – Virtual**

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