



Meeting Minutes

City Council

City Hall
601 4th Avenue E
Olympia, WA 98501

Information: 360.753.8244

Tuesday, March 7, 2017

5:30 PM

Council Chambers

Study Session

1. ROLL CALL

Present: 7 - Mayor Cheryl Selby, Mayor Pro Tem Nathaniel Jones, Councilmember Jessica Bateman, Councilmember Jim Cooper, Councilmember Clark Gilman, Councilmember Julie Hankins and Councilmember Jeannine Roe

2. BUSINESS ITEM

2.A [17-0223](#) Olympia Lacey & Tumwater Visitor and Convention Bureau (OLTCB)
Branding Roll-out

Councilmember Roe introduced Visitor and Convention Bureau (VCB) Executive Director Shauna Stewart.

Ms. Stewart gave an overview of the concept of destination marketing. Destination marketing tells the story of the community and promoting Thurston County in a way that attracts visitors to the area.

Ms. Stewart noted tourism is on the rise in the region. She discussed how tourism impacts the local economy in tremendous ways; raising overall quality of life; raising the destination profile; creating partnerships to bring strategic events to the area and helping to build transport networks.

She reviewed the VCB's strategic priorities, which are:

- Operational Excellence: do the right things in the right way
- Brand Explosion: tell a clear and compelling story
- Strategic Alliances: build mutually beneficial relationships

She reviewed the branding and research process along with the brand platform and key messages.

Brand Platform:

- Position: never conventional
- Promise: always a handcrafted escape
- Personality: genuine, relaxed, approachable, free-spirited, expressive, nature loving

Key Messages:

- Mindfully Crafted: local, one-of-a-kind experiences you cannot get anywhere else
- A place to feel rejuvenated: go at your own place, relax and be inspired
- Beautiful and iconic: Washington's Capital communities, well known for its water, near it all

Ms. Stewart shared the VCB's new logo and tag line and discussed how it was developed. She described brand in action plans around marketing, communications, sales and services. A new visitor guide will be launching in May and an updated mobile friendly website will launch shortly. Ms. Stewart discussed plans for a social media campaign that includes "selfie spots" around town.

Councilmembers asked clarifying questions.

The study session was completed.

3. ADJOURNMENT

The meeting adjourned at 6:32 p.m.