



Meeting Minutes

City Council

City Hall
601 4th Avenue E
Olympia, WA 98501

Information: 360.753.8244

Tuesday, July 9, 2019

5:30 PM

Council Chambers

Study Session

1. ROLL CALL

Present: 6 - Mayor Cheryl Selby, Mayor Pro Tem Jessica Bateman, Councilmember Clark Gilman, Councilmember Nathaniel Jones, Councilmember Lisa Parshley and Councilmember Renata Rollins

Excused: 1 - Councilmember Jim Cooper

2. BUSINESS ITEM

2.A [19-0620](#) Experience Olympia and Beyond, Visitor and Convention Bureau Update

Mayor Selby introduced Experience Olympia and Beyond CEO Shauna Stewart. Ms. Stewart did a PowerPoint presentation to highlight the impacts of travel and trends. She called out items in the 2018 annual report and discussed how tourism dollars benefit the community. She shared information from this year's Visitor Guide and discussed how area sports are contributing to increased hotel bookings and the local economy. She spoke about promoting a new program called Biking Beyond to highlight biking trails and things to do along the trails. She explained how traveler expectations and desires have evolved over time and how the Olympia area is experience-rich and well positioned to continue to attract tourists. She discussed destination and place branding and future marketing strategies.

Councilmembers commented on the presentation and asked clarifying questions.

The study session was completed.

3. ADJOURNMENT

The meeting adjourned at 6:40 p.m.