

**MINUTES OF SMAC MEETING  
MAY 17, 2010**

**ATTENDANCE:** Erik Erichsen, Karen Kuznek-Reese, Olaf Protze, Diane Schostak, Vickie Maples, Alice Beebe, Jean Wyatt, Carolyn Trujillo, Diana Lull (National & Real Estate sales consultants), Damian Humphreys, Marcella Stackurski, Scott Nagel

Introductions were made.

**MINUTE APPROVAL:** The minutes from the April 21, 2010 workshop were approved (Diane/Vickie).

**FINANCIAL REPORT AND BILL APPROVAL:**

Olympic Culinary Loop \$750.00

We will await the paperwork for this TEG.

**UNFINISHED BUSINESS:** None.

**NEW BUSINESS:**

Carolyn Trujillo – Pacific Publishing – They have a travel section the fourth week in their papers and are offering a 3 times a year special in the Northwest Travel section. Their website is [citylivingseattle.com](http://citylivingseattle.com). The cost would be \$60 for insertion in 4000 papers.

Victoria Advertising Campaign Spring 2010 – Diane indicates that OPTC and the county have built an outreach program to Victoria. We will spend \$1700 to be in the Times Colonist and on television. This was approved (Damian/Scott). Diane provided their marketing plan, and this will start later this month. This is our first coordinated effort. The media will put our information together.

**REPORTS:**

OPTC Update – Diane commissioned a study to get more travel from South Vancouver Island. They have done media placement. They put \$5,000 into Clallam/Jefferson counties promotion in Seattle and are promoting September in Sequim. Vickie indicated that there are a number of events going on in Sequim in September. The Gazette would do the artwork. Featured events will cover the cost of production for SMAC. The cost would cover postage, handling and shipping. These would be distributed at the Gazette, at the Lavender Festival, etc. Scott will get this information put on their website. Vickie will provide us with the cost at the next meeting.

At this point, I had to leave the meeting to attend another meeting, and asked Vickie to finish taking the minutes.

Respectfully submitted

Alice M. Beebe  
Secretary