

**VISITOR READINESS TASKFORCE COMMITTEE  
MINUTES  
January 12, 2009, 10am, City Hall**

1. Attendees: Larry Ackerman, Larry Wilcox, Mike Davis, Deborah Kerner, Cara Mitchell, Lee McDonald, Joh Jones, Pat Malone and Bill McDonald.
2. The Cultural/Heritage Subcommittee Chair reported on the following: (1) recently The Olympian ran an article about the DuPont Museum which, in turn, has created visitor interest in the Museum from several areas; (2) Trail Map #1 will be completed within next six weeks and Joh and Lee are setting up a walking guided tour of the Historic Town for April 14, 2009, at 10am; and (3) Ranier Media is filming three separate shorts about Fort Nisqually, Hudson Bay Company, and Chloe Clark that will be combined into one DVD and released by end of February.
3. Website designer contract has been signed and initial content passed to designer. Six domain names have been obtained. Website “under construction” page should be online this week thanks to a great volunteer named Lisa Townsend.
4. Marketing & Promotion Subcommittee Chair previewed the cover page of the DBA Guide and the history pages.
5. The VRC has built a major project listing which each attendee has received. Each attendee should review and advise the VRC of any date or project changes as soon as possible.
6. Logo concepts were handed out for review. The Committee liked number 8 as is and wanted number 2 changed slightly. These two concepts will then be presented to Council and discussed at the Council working group meeting on the 20<sup>th</sup>.
7. The Visitor Readiness Taskforce Committee ends February 12, 2009 under current resolution. The Committee discussed options for a restructured committee and possibly a Tourism Board created. The Budget Committee needs to be maintained and changed to an Executive Committee to oversee tourism. Suggestion was made to contact Bill Baker to fine tune restructure. Also, the DBA needs to stay involved and work with the Tourism Board. The VRC will update the DBA at each DBA meeting as to upcoming events and new tourism products.