
Inspected & Approved



WASHINGTON
Bed & Breakfast Guild

Operations Manual

Revised and Board Approved October 3, 2017

WASHINGTON BED & BREAKFAST GUILD

Operations Manual

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Standing Rules

Section 1: Membership

A. Inn Members

To qualify for inn membership, a bed & breakfast facility must be located in Washington State, have 20 rooms or fewer, be appropriately licensed, serve a complimentary full or continental breakfast, and have innkeepers living on or adjacent to the property. Member inns also must meet certain quality standards as detailed in an Addendum to these Standing Rules. Standards categories address general features of the business, health and safety, guest rooms, bathrooms, laundry rooms, kitchen and meals, and exterior areas. These standards apply unless in conflict with local ordinances. Prospective members must pass a Quality Assurance inspection prior to being granted membership and then periodically to retain membership status.

B. Associate Members – A company offering a product or service related to the B&B industry. These members will pay an annual fee as set by the Board of Directors. Associate members have no voting rights, and use of the WBBG Associate Member logo does not signify the Guild's endorsement of an associate member's product or service. Associate Membership requires majority approval of the Board of Directors.

C. Affiliate Membership – Those persons who are out-of-state B&B owners, individual employees of inns or B&Bs, or anyone who shares the Guild's interest in promoting the industry. These members will pay an annual fee as set by the Board of Directors. Affiliate memberships are available to individuals only rather than to businesses. Affiliate members shall receive newsletters, discounted conference, educational and networking event fees, and other benefits as designated by the Guild. Affiliate members have no voting rights, and may not use any WBBG logo in association with any business, product, service or marketing.

D. Aspiring Innkeepers – Those who are considering innkeeping as a profession are welcome to apply for Aspiring Innkeeper Membership.

Section II: Dues, Fees, and Benefits

A. Dues Year

The dues year runs from October 1 through September 30.

B. Inn Members

1. The dues structure for inn members is as follows:
 - a. Dues are \$399 per year.
 - b. Early-Pay Discount (Dues paid prior to August 31) is \$50.
 - c. WBBG Gift Certificate Widget Discount is \$25.
 - d. WBBG Widget Discount is \$100 for the first year in which it is installed and \$50 each year after (Upon verification, and re-verification in subsequent years).
 - e. Dues for new inn members will be calculated as follows:

- i. The goal is to get a new member's first-year dues as low as possible (\$249) as an incentive to join.
 - ii. New members will always receive the \$50 early-pay discount for their first year.
 - iii. VP Membership and mentors will educate new members in the value of the widget and associated widget discount.
 - iv. New members' dues will be prorated beginning with the month the member was approved.
- 2. Benefits for this group include:
 - a. Use of the WBBG logo.
 - b. WBBG.com Listing. Monthly statistics provided to members for tracking.
 - c. Listing in WBBG full-color electronic (PDF) Lodging Map.
 - d. Posted online at WBBG and an electronic version distributed to members for print or to distribute via email.
 - e. Timeless Rack Card printed and distributed.
 - f. Private Member Forum on Facebook.
 - g. Optional corporate WBBG – Washington Hospitality Associate membership with additional benefits.
 - h. *InnStep* e-newsletter containing the latest WBBG events and news, legislative updates, marketing and continuing education tips, and scam alerts.
 - i. Legislative and planning commission representation.
 - j. Gift certificates redeemed at 100 percent of face value.
 - k. Member rates to attend the Annual Meeting and regional gatherings for continuing education and networking.
 - l. Professional contacts and special offers from those companies serving our industry who become associate members of WBBG.
 - m. Social media marketing.
 - n. WBBG online member forum to support communication between members.

C. Associate Members

- 1. Associate Members shall pay annual dues of \$199.00 for the first year of membership (prorated) and \$99.00 for subsequent years.
- 2. Benefits to this group include:
 - a. WBBG Quality Advisor will hand deliver product information to each member.
 - b. One year of advertising on the members section of wbbg.com with description, link, and photo.
 - c. Listing and link in WBBG monthly newsletter.
 - d. Member rates at WBBG conferences and tradeshow.
 - e. Use of the exclusive WBBG logo.
 - f. Member mailing lists and contacts.

D. Aspiring Innkeepers

- 1. Aspiring Innkeeper Members shall pay annual dues of \$199.00 for the first year of membership (not prorated) and \$99.00 for subsequent years.
- 2. Benefits to this group include:
 - a. Monthly WBBG Inn Step e-newsletter, announcements, and quarterly reports.
 - b. Professional Innkeeping book.
 - c. Six hours of consultation with three experienced WBBG Innkeepers and WBBG's Quality Assurance Advisor.

- d. Access to all WBBG Associate Members and member discounts.
- e. WBBG member rates for WBBG events and conferences.
- f. Access to membership discussion forum.

E. Affiliate Membership

1. Affiliate Members shall pay annual dues of \$99.00, proratable for the first year.
2. Receive newsletters.
3. Discounted conference.
4. Educational and networking events fees.
5. Other benefits as designated by the Guild.
6. Affiliate members have no voting rights, and may not use any WBBG logo in association with any business, product, service or marketing.

F. Re-Inspection Fee

Any member inn requiring re-inspection by the Quality Assurance Advisor or a Board-designated representative shall pay a fee equal to the amount listed as “non-refundable application fee.”

Section III: Membership Application and Termination

A. New Member Applications

Prospective members shall submit an application, either online or written, which includes the following:

1. A non-refundable application fee of \$149.
2. Current dues as set forth in Section II – Dues, Fees, and Benefits.
3. As appropriate, registration numbers for the inn's licenses, permits, and certificates.
4. Permission for a site inspection by the Quality Assurance Representative, including the possibility of an overnight stay without charge if necessary.
5. Proof of a commercial liability insurance policy in the amount of at least \$1,000,000.

B. Transfer of Membership

Upon sale of a member inn, the new owners must complete an application for transfer of membership within 30 days of taking possession of the inn. A Quality Assurance Review must take place within a year of the transfer. All dues paid by the selling member are considered payment for the fiscal year.

C. Renewal of Membership and Re-Inspection

1. Renewal of membership occurs annually with payment of dues by October 1.
2. A bi-annual Quality Assurance Review is a condition of membership. Members in good standing with two excellent inspections in a row may be granted a re-inspection period of three years.
3. At times the QA representative may require overnight accommodation in the vicinity of the inspected inn. Members may be asked to offer complimentary accommodation, which will allow the innkeeper to benefit from the QA Advisor's experience, advice, and updates.
4. Members are encouraged to do a self-inspection annually using the self-inspection checklist tool available from the QA Advisor or on the WBBG website.

E. Terminated Memberships

1. Memberships that have been terminated for one year or less may be reinstated upon payment of prorated dues.
2. Previous members who wish to rejoin WBBG after one year of terminated membership shall be treated as new members.

Section IV: Responsibilities of the Board

A. Authority

The Board of Directors will:

1. Recruit and orient new board and committee members and provide opportunities to grow and develop as leaders.
2. Promote the Guild to the general public and other professional organizations.
3. Set and review the Guild's mission and goals on an annual basis.
4. Establish a timeline for the implementation of projects that are consistent with the Guild goals.

5. Oversee the ongoing operation, programs and projects of the Guild.
6. Ensure that the board's operations are adequate and appropriate.
7. Evaluate the Guild's operation, programs, and projects annually to ensure that the Guild's operating, organizational, and legal structure are adequate and appropriate.
8. Ensure financial accountability and adequate resources to achieve the Guild's operation, goals, and projects.
9. Ensure assigned responsibilities are carried out on a timely basis.
10. Represent the Guild and objectives in an honest manner.
11. Provide leadership and direction to assure the timely completion of committee goals.
12. Participate as a board or committee member in a fair, unbiased and ethical manner.
13. Interpret trends in the accommodations industry and make appropriate recommendations to the Board.
14. Interpret laws and regulations pertaining to the Bed and Breakfast industry.

B. Expectations

1. To be fully informed about the responsibilities, time commitment, organization, etc. before accepting the position of Board Member.
2. To have opportunities for orientation and continuing organization training that will assist each board member to function effectively.
3. To be kept fully informed through accurate financial reports, management reports, regular and thorough briefings from other board members and advisors about the operation of the organization.
4. That volunteer time will not be wasted by lack of planning, coordination, and cooperation within the organization.
5. To be assigned tasks that are worthwhile and challenging with freedom to use existing skills or develop new ones.
6. To be able to decline an assignment if it is felt that the match of skills and interests is not appropriate to member.
7. To have successful task experiences that provide opportunity for personal growth.
8. To be trusted with confidential information necessary to carry out assignments and responsibilities.
9. To be recognized at appropriate times for work and involvement as a Board Member.

Section V: Responsibilities of Officers and Advisors

A. President

1. The President shall chair the Executive Committee of the Board of Directors and shall have one vote. He/She must vote, or abstain, as necessary to break a tie.
2. The President will:
 - a. Establish committees, per the Bylaws.
 - b. Follow all Board approved procedures for dealing with membership issues and complaints.
 - c. Follow procedures set forth in "Meeting Procedures."
 - d. Submit original copies of contracts, agreements, and important documents to the Secretary for filing.
 - e. Assure that meetings chaired by the President are carried out in an expedient and professional manner.
 - f. Lead Board in planning to implement major activities each year.
 - g. Ensure that agendas for meetings chaired by the President are sent out at least one week prior to meetings.
 - h. Oversee and coordinate efforts of:
 - i. Executive Committee
 - ii. Board of Directors
 - iii. Administrator (if one is contracted).
 - iv. Overall membership activity
 - i. Ensure adherence to the purpose and requirements of the Guild.
 - j. Enforce Guild Bylaws.
 - k. Attend Committee, Board, and Annual Membership Meetings.
 - l. Represent and promote the Guild through letters, articles, and public speaking.
 - m. Establish and maintain appropriate working relations with other innkeeper organizations and political entities.
 - n. Participate as requested as an advisor on Committees and Task Groups.
 - o. Provide statistics and industry related information to assist federal, state, and local agencies to protect and promote our industry (in absence of GR Advisor).
 - p. Assume the overall responsibility for assuring that the Guild follows a moral, ethical, and professional path and is so perceived by the general public.
 - q. Present annual report to membership at Annual Membership Meetings.
3. Requirements:
 - a. Good people skills
 - b. Good meeting skills
 - c. Ability and willingness to travel
 - d. Good communication skills
 - e. Experience as President, Vice President, Board Member or similar task with the Guild or a similar organization
 - f. Good organizational skills
 - g. Computer skills
 - h. Adequate time
 - i. Commitment to abide by *Roberts Rules of Order*

B. Vice President for Membership

1. The Vice President for Membership is a member of the Executive Committee of the Board of Directors and is thereby granted one vote on all Board issues.
2. The Vice President for Membership will:
 - a. Coordinate efforts for recruiting and retaining members, including aspiring and associate members.
 - b. Coordinate the membership process and communication for all new applicants with the QA Advisor, Treasurer, and other Board Members.
 - c. Work with Treasurer to facilitate annual member renewal process.
 - d. Print and mail membership certificates annually.
 - e. Serve as team leader for Area Representatives and chair the Membership Committee.
 - f. Follow all Board-approved procedures for handling membership issues.
 - g. Attend Committee, Board, and Annual Membership Meetings.
 - h. Submit quarterly report to Board of Directors.
 - i. Present annual report to membership at Annual Meeting.
 - j. Coordinate enrichment activities for board and members via education and networking opportunities.
 - k. Work with President to recognize and thank volunteers.
 - l. Work with President and Area Representatives to arrange location, schedule, and lodging for quarterly board meetings.
3. Requirements:
 - a. Ability and willingness to travel
 - b. Good organizational skills
 - c. Computer skills particularly e-mail and word processing
 - d. Adequate time

C. Vice President of Marketing

1. The Vice President of Marketing is a member of the Executive Committee of the Board of Directors and is thereby granted one vote on all Board issues.
2. The Vice President of Marketing will:
 - a. Establish and chair the Marketing Committee.
 - b. Establish a budget for the Vice President of Marketing and Marketing Committee.
 - c. Ensure that receivables and expenditures are reported to the Treasurer quarterly and fall within the Board-approved budget.
 - d. Submit all original copies of contracts, agreements, and important documents to the Secretary for filing.
 - e. Select appropriate media for Guild advertising.
 - f. Design and produce Guild advertising.
 - g. Negotiate with publishers for Guild advertising.
 - h. Attend Committee, Board, and Annual Membership meetings.
 - i. Annually, create a Marketing Plan for the coming year and report progress against the plan at each board meeting.
 - j. Oversee expenses of all aspects for the production of the Lodging Map and Timeless Rack Card.
 - k. Participate on the Website Committee.

3. Requirements:
 - a. Ability and willingness to travel
 - b. Experience in marketing
 - c. Good organizational skills
 - d. Computer skills
 - e. Adequate time

D. Secretary

1. The Secretary is a member of the Executive Committee of the Board of Directors and is thereby granted one vote on all Board issues.
2. The Secretary will:
 - a. Establish and chair the Bylaws Committee.
 - b. Make recommendations and report to Board for Bylaws changes for approval at Annual Membership Meeting.
 - c. Work with the Treasurer to establish a budget for the Secretary and Bylaws Committee.
 - d. Ensure that receivables and expenditures are reported to the Treasurer and fall within the Board-approved budget.
 - e. Gather and maintain file of original copies of contracts, agreements, and important Guild documents
 - f. Maintain and update personal copy of Operations Manual.
 - g. Maintain and update “Official Copies” of Bylaws, and Operations Manual.
 - h. Assume responsibility for taking accurate minutes at all Board Meetings.
 - i. Assume responsibility for filing and reproducing minutes from all Board Meetings and the Annual Membership Meeting.
 - j. Attend Committee, Board, and Annual Membership Meetings.
 - k. Send copies of minutes to Board members.
3. Requirements:
 - a. Ability and willingness to travel
 - b. Good communication skills
 - c. Good organizational skills
 - d. Computer with word processing
 - e. Facility with word processing and e-mail software
 - f. Adequate time
 - g. Willingness to learn *Robert’s Rules of Order*

E. Treasurer

- F. The Treasurer is a member of the Executive Committee of the Board of Directors and is thereby granted one vote on all Board issues.
- G. The Treasurer will:
 - a. Gather all Committee and Board budget requests.
 - b. Oversee preparation of a budget.
 - c. Present a preliminary budget to the Board to ensure a balanced budget.
 - d. Present the recommended budget to the membership at the Annual Meeting.
 - e. Submit financial report of the Guild to the Board quarterly and when requested by the President.
 - f. Oversee the financial aspects of all special programs of the Guild.
 - g. Maintain accurate and current records of members' dues paid.
 - h. Be responsible for corporate tax submittals.
 - i. Attend all Board and Executive Committee meetings called by the President.
- H. Requirements:
 - a. Ability and willingness to travel
 - b. Good communication skills
 - c. Good organizational skills
 - d. Facility with QuickBooks accounting software and database/spreadsheet software.
 - e. Adequate time

F. Regional Representative

1. The Regional Representative is a member of the Board of Directors and is thereby granted one vote on Board Issues. Regional Representatives are responsible for representing members in their respective regions.
2. The Regional Representatives will:
 - a. Act as liaison between the Guild and local innkeepers and organizations via periodic communication in person, by phone, and via email.
 - b. Act as committee chairman for standing and Task Groups, as agreed upon with the President or other Board member.
 - c. Constitute the Membership Committee, assisting the Vice President for Membership in member-recruitment initiatives.
 - d. Perform provisional or re-inspections of new members as needed and requested by the Vice President of Membership or Quality Assurance Advisor.
 - e. Communicate with the Vice President for Membership in all membership issues.
 - f. Ensure that receivables and expenditures are reported to the Treasurer and fall within the Board-approved budget.
 - g. Follow all Board-approved procedures for dealing with membership issues.
 - h. Be familiar with the Bylaws and Operations Manual of the organization.
 - i. Attend Committee, Board, and Annual Membership Meetings.
 - j. Submit reports to the President as requested and at Board meetings.
 - k. Maintain list of non-members in response to inquiries.
 - l. Inform Vice President of Marketing about marketing needs unique to their region.
 - m. Carry out other tasks as may be requested by the Board.
3. Requirements:

- a. Ability and willingness to travel
- b. Good organizational skills
- c. Team skills
- d. Computer Skills
- e. Adequate time
- f. Concern for successful communications among Board members with “need to know”

G. Alternate Regional Representative

An Alternate Regional Representative performs any and all of the duties of a Regional Representative when the Regional Representative is not able to carry out his or her duties. Alternate Representatives may attend any Board meetings, but may vote only in the absence of the primary Regional Representative. Alternate Regional Representatives shall cooperate with the Regional Representatives on all matters concerning their regions.

H. Alternate Regional Representative

Technology Advisor

The Technology Advisor shall act as a project manager for the Guild website and chair the Website Committee. This advisory position may be either a voting or non-voting member of the Board, depending on whether it is an elected volunteer position or paid contract appointment.

1. The Technology Advisor will:
 - a. Establish and chair the Website Committee.
 - b. Aid members in utilizing the Guild website.
 - c. Coordinate Internet-based initiatives.
 - d. Oversee improvements to the Guild website on a constant basis.
 - e. Evaluate and recommend to the Board technology-based purchases and a continuous program of seeking cost effectiveness through technological improvements.
 - f. Serve as Webmaster for the WBBG website.
2. Requirements:
 - a. Good organizational skills
 - b. Advanced computer skills
 - c. Concern for relationship between members and Board
 - d. Ability to communicate and work with Guild members

I. Government Relations (GR) Advisor

1. The GR Advisor shall help the Guild achieve its mission to become the recognized voice of Bed and Breakfasts in Washington State by striving for recognition by governmental agencies as a good source of vital information about streamlining and improving the myriad regulations that control our industry. This advisory position may be either a voting or non-voting member of the Board, depending on whether it is an elected volunteer position or paid contract appointment.
2. The GR Advisor will:
 - a. Become knowledgeable about the regulatory environment for all WBBG members and potential members.
 - b. Understand and catalog state and county B&B regulations.

- c. Identify key restrictions and the areas in which they are enforced.
 - d. Assist members in discussion within their specific regulatory climates.
 - e. Propose regulatory change to appropriate state and county legislators to further key goals for members in WBBG.
 - f. Chair the Government Relations Committee.
3. Requirements:
- a. Good organizational skills
 - b. Concern for relationship between members and Board
 - c. Ability to communicate and work with Guild members

J. Quality Assurance Advisor

1. The Quality Assurance (QA) Advisor shall administer WBBG's Independent Inspection Program and the Quality Assurance activities. The position will fall under the general direction of the President with support from the VP of Membership. This advisory position may be either a voting or non-voting member of the Board, depending on whether it is an elected volunteer position or paid contract appointment.
2. The Quality Assurance Advisor will:
 - a. Inspect all new member inns to ensure compliance with membership standards.
 - b. Schedule and perform initial and re-inspections within 6 months of requests.
 - c. Represent the WBBG in a polite and professional manner.
 - d. Mail or e-mail WBBG inspection forms to innkeepers at least 10 days prior to an annual inspection.
 - e. Use only the provided email address (qa@wbbg.com) for email communications, hence keeping a record of all conversations with members.
 - f. Use the Washington Bed and Breakfast Guild's administrative web site to make notes (observations, notes, updates) on member properties.
 - g. Update the existing workflow process cooperatively with the president annually.
 - h. Attend Board meetings (in person or virtually) and present feedback on review findings and observations. Provide a summary presentation at the Annual Membership Meeting, or as a report if not able to be present.
 - i. Actively recruit new members, in conjunction with the President and Vice President of Membership.
 - j. Write at least 12 entries for the WBBG Website.
 - k. Compile and coordinate at least 12 *InnStep* Newsletters per year using content sourced from WBBG board and members.
 - l. Conduct regional education/networking sessions for some regions scheduled to coordinate with planned inspection trips.
3. Requirements:
 - a. Previous innkeeping experience
 - b. Personable and professional
 - c. Highly organized, reliable, and self-motivated
 - d. Thorough and detail-oriented
 - e. Willing to travel
 - f. Accessible via phone, cell phone, text, and Internet daily throughout the year (except for vacation periods).
 - g. Written and verbal communication and computer skills
 - h. Ability to deal productively with potentially confrontational situations

i. Think “outside the box” to propose process changes and program improvements
Section VI: Responsibilities of Standing Committees

It is understood that all Committees complete their work within the budget already approved by the board.

A. Executive Committee

Purpose: The Executive committee is empowered to implement the plans of the Guild and the Board within the spending and signature authority of the President and the approved Budget.

Chairperson: President

Members: All elected officers. Previous President and other Board Members may be present without vote as invited by the President.

Meetings: Meet between regularly scheduled Board meetings, to plan and implement the intent of the Board and to administer the operation of the Guild.

The committee will:

1. Submit all original copies of contracts, agreements, and important documents to the Secretary for filing.
2. Ensure that all actions are within the Guild approved budget.
3. Ensure that all transactions are properly documented and reported to the Treasurer.
4. File and circulate minutes of all meetings to the Board and publish the minutes on the members’ portion of the WBBG website.
5. Prepare a summary of all non-administrative actions for Board ratification.

B. Financial Review Committee

Purpose: To provide the Board of Directors with an independent annual review of the Guild’s bank accounts and financial processes on an annual basis, preferably during the ~~first~~ first fourth quarter of the calendar year between October 1st (start of the fiscal year) and the annual meeting. The Committee does not perform a comprehensive financial audit, but from time to time may sample and track financial transactions through the accounting process.

Chairperson: Selected by the President with board approval.

Members: At least three Board members, other than the Treasurer, selected by the President.

Term of Office: The Financial Review Committee will be formed anew each year and disbanded when the financial review is complete. There is no limit to the number of times an individual may serve on the Financial Review Committee.

Meetings: Once a year.

C. **Bylaws Committee**

Purpose: To keep the Guild Bylaws and Operations Manual current and appropriate

Chairperson: Secretary

Members: At least two, selected by Chairperson, with board approval.

Term of Office: Chairperson will serve throughout his/her term(s) of office. Committee members will serve until the following Annual Membership meeting. There is no limit to the number of times a member may serve.

Meetings: As needed

The Committee will maintain:

1. Bylaws
2. Operations Manual containing Standing Rules and Procedures
3. Archive of Bylaw changes
4. Appropriate segments of the Operations Manual

The Secretary will:

1. Establish Bylaws Committee.
2. Establish and submit an operating budget.
3. Submit reports to President and Administrator.
4. Review Bylaws and Operations Manual at least every two years and recommend changes to the Board.
5. See "Amend Bylaws Procedures."

D. **Marketing Committee**

Purpose: To effectively market Guild member properties to potential travelers.

Chairperson: Vice President of Marketing

Members: Appointed by Chairperson with Board approval.

Term of Office: Chairperson will serve throughout his/her term(s) of office. Committee members should anticipate a one-year term. There is no limit to the number of times a member serves.

Meetings: As needed.

The Committee is responsible for:

1. Developing a marketing plan approvable by the Board.
2. Negotiating advertising contracts.
3. Design, production, and distribution of the Timeless Rack Card.
4. Co-development of the Guild's web presence (with the Technology Advisor).

E. Membership Committee

Purpose: To oversee membership recruitment and retention.

Chairperson: Vice President of Membership

Members: Regional Representatives and other members to be selected by the Vice President of Membership subject to Board approval.

Meetings: At least once a year prior to the third-quarter board meeting, and as needed.

The committee will present for Board approval:

1. A nominating roster for the annual elections.
2. Recognition activities and awards at the annual meeting and as needed.
3. Annual plan for membership recruitment and retention.
4. Membership enrichment activities.

F. Financial Programs Committee

Purpose: To research and recommend to the Board cost-effective financial programs that will benefit the Guild.

Chairperson: Treasurer

Members: As needed

Meetings: As required

The Committee will present for Board approval, and periodically evaluate, the effectiveness of:

1. Banking Options
2. Credit card processing vendor(s)
3. Financial accounting software
4. Online bill pay
5. The Guild's gift certificate program
6. Other programs that the committee deems beneficial

G. Website Committee

Purpose: The Website Committee develops and manages the WBBG website.

Chairperson: Technology Advisor (when WBBG employs one), or President (when not)

Members: Vice President for Marketing and two to five other interested WBBG members.

Meetings: As needed

The committee shall:

1. Prepare an annual website plan to present to Board of Directors at the winter retreat.
2. Prepare and present a report on website activities/performance for Annual Meetings.

3. Initiate online activities such as search engine optimization and/or online marketing.
4. Initiate and evaluate RFPs and bid proposals.
5. Continually review systems design.
6. Request budget each year through the Marketing Committee.

H. Government Relations Committee

Purpose: To establish and ensure that in the area of government relations, WBBG is the recognized standard and voice, industry leader, and information resource for Washington B&Bs and guests.

Chairperson: Government Relations Advisor

Members: WBBG member volunteers

Meetings: As needed

The committee shall:

1. Work with Board members to: identify member-specific issues needing WBBG assistance to resolve at the local and state government levels.
2. Identify macro issues of statutory and/or political impact on Guild members.
3. Identify meeting opportunities, develop working relationships, and participate with Board approval and support in meetings of government and hospitality industry representatives.
4. Provide newsletter updates routinely so members can be informed about current governmental issues.
5. Undertake a one-year effort to identify how WBBG can best establish itself in accordance with the purpose statement to become the recognized standard and voice, industry leader and information resource for Washington B&B's and guests. Thereafter, the committee shall report annually on its progress toward that objective, or whatever revised objective the board establishes.

Operational Procedures

Complaint Procedure

Purpose: To provide members and guests with a method for resolving grievances.

Responsibility: Any member of the Board of Directors

Procedure: When a member of the WBBG receives a written complaint shared by a guest about a member inn, or has a complaint against the Guild, they should forward the complaint in writing to the President for action. *It is against Guild policy for a member of the Guild to divulge information about any active or past complaint against a current or past member to anyone other than those directly involved in the situation without prior approval of the Board.*

Complaint From a Member: If a WBBG member has a complaint with the Guild, the member has three options for resolving the issue:

1. Raising the issue with a member of the Board of Directors.
2. Take it before the Board of Directors at a scheduled Board Meeting.
3. Call a Special Meeting of the membership, as discussed in the Bylaws.

Complaint Against a Member: Upon receiving a complaint about a WBBG member, the President will:

1. Place a phone call to the member to discuss the issue.
2. Send a letter from WBBG stating the complaint(s) to the member.
3. If it is a minor misunderstanding, the President will encourage the member to respond to the complaint and rectify the situation as deemed appropriate.
4. If it is a major misunderstanding, or two or more signed written complaints are received within a 12-month period, where the owner refuses to mitigate the negative impact on behalf of the Guild, the President may take the matter to the Board of Directors. The President will:
 - Send, the WBBG form letter stating the complaint(s) to the member, requesting an appointment to discuss the issue.
 - Visit the member accompanied by another Board member to try to resolve the issue(s).
 - Inform the member that the third written complaint may result in a mandatory inspection at the member's expense and/or termination from the Guild at the discretion of the Board.
5. In all instances:
 - Respond to the person making the complaint in a timely manner.
 - Track the situation until it is resolved.
 - Assure that all parties involved are aware of the status of the process and the final disposition of the complaint.
 - Maintain documentation of the complaint, sealed within the member's file, which is not shown to anyone without the Board's approval.

Meetings Procedure

Purpose: To ensure that meetings are carried out in a timely and efficient manner.

Responsibility: All members of the Board of Directors

Procedure: All official meetings held to discuss Guild issues, members, or events shall be chaired by a Guild Board Member or chairperson appointed by the President.

The Chairperson will:

1. Ensure that adequate call to meeting and agenda is received by all meeting members.
2. Ensure that a quorum is present at the meeting,
3. Ensure that the Secretary or designated alternative person is taking minutes.
4. Ensure that if someone other than the Secretary takes the minutes, the minutes will be sent to the Secretary within 7 days of the meeting.
5. Ensure that issues and/or decisions that affect Guild members are brought before the Board of Directors or General membership for action, as specified in the Bylaws.
6. Provide Board or Committee members with an agenda, reports, and all other appropriate background information at least 7 days prior to the meeting date.

Meetings of the Board of Directors:

1. Meetings held at least four times a year.
2. A quorum is considered to be the majority of the current Board Members.
3. The Membership shall be advised of the Board Meeting schedule at least once a year. Members in good standing are encouraged to attend.
4. The Board of Directors may place themselves into executive session (closed-door meeting) when a sensitive issue needs discussing.
5. The Membership shall be advised of all Board Meeting schedule changes.
6. Any Guild member may ask to be added to the agenda of a scheduled Board Meeting.
7. Guild members may speak on any specific agenda item at any scheduled Board Meeting within the time constraints set by the Board.
8. Minutes of all Board Meetings shall be taken by the Secretary, or designated Board member acting on his/her behalf. (Issues discussed during executive session may not be part of the meeting minutes.)

Annual Membership Meetings

1. Meeting date and location will be announced to the membership at least sixty days prior to the meeting.
2. Cost of attending the meeting will be announced to the membership at least 30 days prior to the meeting.
3. Meeting details will be announced to the membership at least 14 days prior to meeting. Such details will include if applicable, but are not limited to:
 - Agenda
 - Proposed marketing plan for new year
 - Proposed budget for new year
 - Proposed dues increase
 - Proposed Bylaws changes
 - Proposed slate of new officers
4. Each member B&B will have one vote

5. Be open to all local inns and aspiring innkeepers as part of the Guild's membership drive. Non-member inns cannot vote on voting issues.
6. Be for the purpose of discussing general Guild business, reviewing annual reports, electing new officers for the following year, approving Bylaws revisions, and approving the proposed budget and dues for the coming year.
7. Be followed by a short Board meeting for new officers to:
 - Set the locations and dates for Board Meetings the following year.
 - Issue Operations Manuals to newly elected Board Members
 - Share names, phone numbers, etc.
 - Cover selected action items from the Annual Meeting and previous quarterly Board meetings.

Special Meetings:

1. May be called by the President, by order of the Board of Directors, or by the Secretary upon the written request of not less than 25 members.
2. Must be announced to the membership at least 30 days prior to the meeting.

Minutes Procedure

Purpose: To ensure that all Guild meetings are properly documented for future reference.

Responsibility: Secretary

Procedure:

The Secretary will:

1. Make available for approval minutes of Board meetings, Executive Committee meetings, and General Membership meetings to the respective members within 14 days of the meeting.
2. Request that the Executive Committee respond with corrections to minutes within 7 days.
3. Assume that no response with correction to minutes within 7 days means acceptance.
4. Send copy of approved minutes to all Executive and other Board members, as appropriate, and the Newsletter Editor, no later than two weeks following approval. Post same minutes on WBBG website members-only section.
5. Maintain a file of all Board and Executive Committee minutes.
6. Provide copies of past Guild minutes to any Guild member upon request.
7. Provide copies of past Guild minutes, or any other Guild document, to non-member parties only with a majority Board approval.

New Inn Membership Procedure

Purpose: To ensure that new members are properly tracked and receive appropriate information and benefits.

Responsibility: Vice President for Membership is responsible for coordinating with other WBBG board members as needed.

Procedure:

- Membership application and \$149 fee is received online (preferred) or by mail to the WBBG PO Box. The *Membership Criteria* form does not need to be sent in but it is helpful for the member to review it carefully in preparation for the QA Inspection.
- If application arrives online, QA Advisor, Treasurer, and VP Membership are automatically notified. If application arrives by mail, a copy is emailed to the appropriate parties. If necessary, the check is forwarded by mail to the Treasurer (currently the Treasurer also collects the WBBG mail).
- **VP Membership** reviews application to be sure inn meets basic guild membership criteria (innkeeper on site or in close proximity, complimentary breakfast, 20 or fewer guest rooms, at least one guest bathroom per three bedrooms, liability insurance, and current licensing).
- **VP Membership** sends email/phone call to applicant, acknowledging application was received and gives overview of process to the potential member, and requests for additional information if needed.
- **VP Membership** sets up initial user and property listing on the administrator side of WBBG.com (but does not activate the listing). All significant correspondence will be documented electronically in the property's notes on the administrator side of WBBG.com.
- **Treasurer** confirms that application fee has been received either online or by check.
- Treasurer contacts both VP of Membership and QA advisor when application fee has been received so an inspection can be scheduled.
- **QA Advisor** schedules and performs inspection of potential member and distributes Lodging Maps and any current Guild promotional materials. New members are encouraged to offer a complimentary overnight stay to the QA Advisor when possible. Results of inspection and any issues regarding inspection are documented in the property's notes on the administrator side of WBBG.com.
- **QA Advisor** may ask **VP Membership and/or Regional Representative** (ideally a team of two) to do a provisional inspection if there will be more than a few weeks before he/she is available to do the inspection, provided that all documents are in order. **VP Membership and/or Regional Representative** will use the *Member Criteria* checklist to do an inspection of the property. They will also provide a list of member benefits, lodging maps, and answer questions about membership. A copy is made of the inspection results (signed by both the property owner and the provisional inspector), which are filed on the administrator side of WBBG.com. If the inspection team believes that the property meets

membership standards, then they can recommend that the Board vote its approval. **QA Advisor** will do formal inspection on his/her next trip to the region.

- **If the member does not pass inspection/meet standards:** For very minor deficiencies, a list of recommendations is given to member to follow up prior to next visit by QA. For more major deficiencies, a vote of approval is held until documentation is received by QA Advisor that deficiencies have been corrected. If deficiencies are extreme, then QA Advisor may recommend a follow-up inspection (subject to new inspection fee) prior to a vote of approval.
- **QA Advisor** lets the board know an email vote is needed, as an email "reply all" to be counted by VP Membership. A simple majority "FOR" is considered a pass. If it is a provisional inspection, then the board member doing the inspection (could be VP Membership or another board member) initiates the vote. Vote is still counted by VP Membership.
- **VP Membership** gives new member a welcome phone call and sends welcome letter by email, and contacts Treasurer to collect dues. (Welcome letter includes Board contact information, list of resources available on the innkeepers side of WBBG.com, setting up the inn's listing, WBBG widget, and WBBG's various programs including the gift certificates.)
- **VP Membership** mails and emails welcome letter, which includes member benefits and responsibilities, along with a window decal (if available) to new member. Membership certificate will be mailed separately.
- **Treasurer** invoices new member and contacts webmaster when dues are collected. Dues will be prorated from October 1, with any applicable new member discount. Widget discount is given later as a refund (pro-rated) after it is on the new member's website.
- **Webmaster** activates new member's listing (this could be deferred to any officer with administrative authority) and assists new member with any issues related to their listing or adding the WBBG widget.
- **VP Membership** contacts *InnStep* newsletter editor to add new inn to email contact list.
- **VP Membership** contacts Lodging Map chair to add new inn to the list for upcoming year.
- **VP Membership** contacts the new member's Regional Rep to notify them of the new member (if not already aware).
- **Regional Rep** follows up with new member by phone or email within one month to welcome them to the Guild and answer questions.
- **New member** contacts webmaster when widget is on the website.
- **Webmaster** verifies widget (this may be delegated to any officer with administrative authority).

Multiple Ownership Procedure

Purpose: To address the possible misrepresentation of properties that are owned by a Guild member but not inspected by the Guild or regulated under the Guild's Bylaws.

Responsibility: Board of Directors

Procedure: Guild members who own accommodation(s) other than the property inspected by the Guild may not advertise or in any way insinuate that both (or all) properties are inspected or approved by the Guild.

In the event that more than one inn located in the State of Washington is owned by the same party or parties, each and every such inn must qualify individually to become a member inn of the WBBG and to realize member benefits.

Guild members who purchase additional accommodations will:

1. Not display or utilize the Guild logo in relation to the non-member property.
2. Not insinuate or in any way mislead the guests to believe that the non-Guild property is endorsed by the Guild.
3. If property is not eligible for membership (i.e., vacation rental), it should be clearly separated from the bed & breakfast on all websites and marketing materials.

New Associate Membership Procedure

Purpose: To ensure that new associate members are properly tracked and receive appropriate information and benefits.

Responsibility: Vice President for Membership

Procedure:

Party asked Guild member for Associate Membership information:

1. Member contacts Vice President for Membership.
2. VP Membership emails party the link to *Associate Application Form and Benefit Flyer* at WBBG.com.

Party will:

1. Complete online application (preferred) or print and mail application to WBBG per instructions.
2. References are requested with the application if member is unknown to the Guild and wishes to advertise a service or product to innkeepers.
3. \$100 application fee is sent at time of application.

Vice President for Membership will:

1. Review application for completeness and check applicant's website (if available) and references.
2. Send information via email to each Board member for review and vote.
3. Tally the votes from the Board to ensure that there is a majority vote of approval.
4. **If party is not approved**, VP Membership will notify the Board and send "Regrets" letter to potential member.

If party is approved, Vice President for Membership will:

1. Notify the Board
2. File application and create associate user account on WBBG.com.
3. Contact associate member by phone to review benefits of membership and how to access those benefits at WBBG.com.
4. Create initial Associate Member listing for member innkeepers to access in the members-only section of WBBG.
5. Send "Welcome Associate Member Packet" to new member, that includes:
 - "Welcome" letter reviewing benefits and log-in information
 - Mailing list of members
 - Supply of Lodging Maps, on request
 - Window sticker, on request
6. Notify *InnStep* Editor with a "Welcome" announcement for new associate member; additional link in monthly newsletter; add associate member to *InnStep* contact list.

Treasurer will:

1. Send electronic invoice for dues, prorated based on date of application after member approved.
2. Update financial records when dues received. Notify VP Membership that dues are paid and note status on WBBG.com associate member listing.

Renew Inn Membership Procedure

Purpose: To ensure that renewed memberships are properly tracked and members receive appropriate information and benefits.

Responsibility: Treasurer and VP of Membership

Procedure: WBBG's dues year runs from October 1 through September 30. All memberships must renew and pay dues by September 30, in addition to meeting Guild Membership Criteria (self-inspection) and passing a WBBG Quality Assurance Inspection every 2 years.

Treasurer electronically invoices all members by August 1 via their inn's listing page on the innkeeper side of WBBG.com.

Members have the option of paying online with a credit card (preferred) or printing the invoice and mailing a check to WBBG before October 1. Members who renew before September 1 will receive a \$50 Early Renewal Discount.

Vice President of Membership works with Area Reps to coordinate dues renewal promotion.

- Reminders to renew via the August and September *InnStep* newsletters.
- Post card mailing to members in August or September.
- Regular email reminders in August and September for those who have not renewed.
- Area Reps contact their members in August to remind them to renew with early bird discount. VP of Membership, Treasurer, and President will follow up with any outstanding renewals in last week of September and first week in October.

For inns that do not renew by October 1, see *Termination of Membership Procedure*

Transfer of Membership Procedure

Purpose: To ensure that transferred memberships are properly tracked and members receive appropriate information and benefits.

Responsibility: Vice President for Membership

Procedure:

1. All new owners of current WBBG member inns must complete a new member application.
2. The new member application fee is waived for transfer members, to encourage them to keep their WBBG membership active and renewal timely.
3. **Quality Assurance Advisor and VP Membership** review application to be sure inn meets basic guild membership criteria (innkeeper on site or in close proximity, complimentary breakfast, 20 or fewer guest rooms, at least one guest bathroom per three bedrooms, liability insurance, and current licensing).
4. **VP Membership contacts new owners by phone** to update administrator side of WBBG.com with new owners user login, and assist new owners with updating their WBBG listing. Welcome letter is sent (see new member procedure).
5. **QA Advisor** will inspect the inn as regularly scheduled within 2 years.

6. **VP Membership and/or Regional Representative** will contact inn to schedule a welcome visit and provide Timeless Rack Card (if available), review WBBG membership criteria checklist, benefits of membership, and answer questions about the Guild.

Aspiring Innkeeper Membership Procedure

Purpose: To mentor and support future innkeepers and encourage future membership in WBBG.

Responsibility: Vice President for Membership (may be delegated to aspiring innkeeper coordinator)

Procedure: The WBBG is proud to offer a membership program designed to meet the needs of aspiring innkeepers – Washington's future innkeepers! The cost is \$199 for the first year of membership, and \$99 for subsequent years. The membership is tailored to meet the needs of the following individuals:

- Those who do not currently own or operate a B&B or inn.
 - Those actively engaged in determining whether to open or operate a B&B or inn.
 - Membership expires 30 days from opening or operating a B&B or inn (any portion of unused dues may be applied within 90 days toward the immediate transfer into application of full membership).
1. Party applies online (preferred) or may copy and mail application to WBBG. Membership dues of \$199 are paid at time of application (Unlike associate and inn members, the dues are not prorated).
 2. VP of Membership reviews application and contacts aspiring innkeeper by phone or email to review benefits including *InnStep* newsletters, mentoring, and member rates at events and conferences.
 3. VP of Membership orders professional innkeeping book (Currently *Running a Bed & Breakfast for Dummies* by Mary White) to be mailed to aspiring innkeeper.
 4. VP of Membership sends receipt for book to Treasurer for reimbursement.
 5. VP of Membership organizes 3 mentors and sends welcome letter with mentor & aspiring innkeeper contact information to all parties.

Termination of Membership Procedure

Purpose: To provide guidance on handling Guild members who fail to renew.

Responsibility: Vice President for Membership

Procedures: WBBG's dues year runs from October 1 through September 30. All memberships must renew and pay dues by September 30. Failure to do so is grounds for termination. However, the goal is to prevent termination if possible by personal contact between VP Membership and the non-renewing member. Failing that, this section outlines procedures for termination.

1. As soon as possible after September 30, the Treasurer will report to VP of Membership a list of members who have not paid dues.
2. Upon receipt of the Treasurer's list, the VP of Membership will immediately deactivate the non-renewing members' listings on wbbg.com.
3. Within 10 days of receiving the list above, VP Membership will make personal contact with each non-renewing member, review the benefits of membership and determine if the member will renew. If the answer is "Yes," VP Membership will instruct the member on how to pay dues.
4. Members who answer "No" and those who cannot be contacted will be sent a letter (via email and post) of termination by VP Membership. A sample letter can be seen on the next page.
5. Exceptions are possible if the member has extenuating circumstances. The decision to waive these procedures rests with the WBBG Board.

Sample Letter of Termination



(Date)

Dear (Name of Owner/s) (Name of Inn)

The Guild has determined through its investigation that (Name of Inn) no longer meet the criteria for membership in the Washington Bed and Breakfast Guild and we have an obligation to enforce the Guild's standards, rules, regulations and bylaws of the organization.

Due to (explain the reason for termination of membership) the Board of the Washington Bed and Breakfast Guild finds it necessary to terminate your membership effective immediately.

The Guild's Standing Rules require me to send you this Letter of Termination. You should be aware of the following:

1. Your listing on www.wbbg.com will be deactivated.
2. Your inn will not be listed in future WBBG print media.
3. You will not be reimbursed for any future WBBG gift certificates.
4. You will not get WBBG member pricing at WBBG Annual Conference & other events
5. You will be removed from the WBBG Member Forum on Facebook.
6. You will no longer receive monthly Innstep newsletter.
7. If you joined Washington Hospitality Association through WBBG you will have to renew your membership at the regular rates to continue your benefits.
8. You are required to remove any mention of WBBG membership from your inn's web site, other print and online marketing material and buildings.
9. Any residual dues are not refundable.

Regardless of the circumstance, all of us at WBBG thank you for your past membership and we wish you success in the future.

Sincerely,

(Current President's name) WBBG President

Washington Bed and Breakfast Guild
2442 NW Market Street, PMB # 155
Seattle, WA 98107
president@wbbg.com
253-987-6619

Sample Letter of Non-Payment of Dues

(Date)

Dear (Innkeepers names), (Inn's Name):

The Guild has not received your renewal for the dues year October 1 – September 30th (dues year). If this is not correct, please contact me immediately.

I personally believe WBBG membership is a good investment for a variety of reasons: educating, networking, marketing, and advocating; and is the only organization in the state of Washington dedicated to helping bed and breakfasts. I hope you plan to renew and to take advantage of the many benefits. Please contact me to answer any questions you might have.

However, you are receiving this letter for one of two reasons. Either I have already spoken to you and learned that you do not intend to renew or I have not been able to contact you to discuss renewal. In either case, the Guild's Standing Rules require me to send you this Letter of Termination, effective immediately. You should be aware of the following:

1. Your listing on www.wbbg.com will be deactivated.
2. Your inn will not be listed in future WBBG print media.
3. You will not be reimbursed for any future WBBG gift certificates.
4. You will not get WBBG member pricing at WBBG Annual Conference & other events
5. You will be removed from the WBBG Member Forum on Facebook.
6. You are required to remove any mention of WBBG membership from your inn's web site, other print and online marketing material and buildings.
7. If you signed up for membership in Washington Hospitality Association under the Guild's discounted program you will need to renew directly with them at their regular rate.

Regardless of the circumstance, all of us at WBBG thank you for your past membership and we wish you success in the future. If you decide to renew your membership within the next dues year, you may re-activate your membership without a new inspection and without paying a re-inspection fee.

Sincerely,

_____, WBBG President

Washington Bed and Breakfast Guild
2442 NW Market Street, PMB # 155
Seattle, WA 98107
president@wbbg.com
253-987-6619

Sample Letter of Membership Lapse

Dear (Innkeepers names),

Your membership with Washington Bed and Breakfast Guild has not yet been renewed and has now lapsed.

Yes, your WBBG membership has expired! However, that's a very easy fix ...

Your current profile details:

Email: (Inn's email)

Inn: (Inn's Name)

Membership Status: Lapsed

Renewal date: September 30, 2017

WBBG Membership Rate: \$_____

Washington Hospitality Association Add-On Discounted Membership Additional \$200 (Yes/No)

To renew or update your membership, log in at <http://wbbg.com/user/login> with your email stay@greenlakeguesthouse.com and password and follow suggested actions on your profile screen, or contact us as soon as possible. You can now pay with PayPal or any major credit card.

Don't know your password? Reset it here <http://wbbg.com/user/password>

Having difficulty? Contact me at vpmembership@wbbg.com

We know it's a challenge to keep up with innkeeping changes and guest trends - that's why we send a monthly electronic publication (InnStep) aimed to keep you updated and ahead of the Innkeeping Game. All can be viewed at your convenience. If you are not receiving your monthly Innstep, please let us know.

Have you heard? WBBG 2017 Annual Conference and Trade Show is November 6 & 7, 2017 at the Cedarbrook Lodge, in SeaTac. YOU are warmly invited. *Meet with old and new friends, learn how to stay ahead in the industry, get energized for the future and have a great time in Seattle (discounted registration for WBBG members).*

We welcome your suggestions for programs, publication content, and anything you'd like to share with us.

If you'd like to make payment by check, please mail to: WBBG 2442 N.W. Market Street #155, Seattle, WA 98107

We appreciate you ... and your commitment to WBBG very much! We believe that we can accomplish more by working together than by working alone.

Sincerely,

, WBBG VP of Membership

vpmembership@wbbg.com

Newsletter Production Procedure

Purpose: To produce a quality newsletter (or e-newsletter) for Guild members that will serve as a source of personal and professional information.

Responsibility: Quality Assurance Advisor

Procedure: The WBBG newsletter is produced on a monthly basis by the Quality Assurance Advisor.

The Quality Assurance Advisor will:

1. Select and oversee newsletter editing and production.
2. Collect information and content from the Board and other sources.
3. Utilize the database as the newsletter mailing list (list includes all Guild members and statewide B&B associations) and update the database as new members are added.
4. Distribute newsletter electronically.
5. Offer advertising space for sale.

Each Newsletter may include:

1. The Guild's mailing address, toll-free telephone number, e-mail address & URL
2. List of the Board of Directors and committee chairs, including position, name, and inn
3. A calendar of events
4. Board and Committee reports from previous Board meetings
5. Welcome to new members
6. Featured member inn
7. List of all associate members, including email address, website URL, and telephone number, if provided.
8. Advertisements
9. President's Message

Cookbook Development Procedure

Purpose: First produced in March 1998, the Guild Cookbook is produced from time to time as a marketing tool.

Responsibility: TBD

The Cookbook Task Force will:

1. Oversee the development and production of the cookbook.
2. Select a cookbook publisher.
3. Work with the publisher to ensure that the cookbook is produced in a timely fashion and within the approved budget.

The Cookbook Editor will:

1. Be a member of the Marketing Committee.
2. Report to the Vice President of Marketing.

3. Be responsible for the gathering, proofreading, and delivery of information as required by the publisher.
4. Report progress to Board.

Lodging Map and Rack Card Development Procedure

Purpose: To create and distribute an annual Lodging Map (aka “brochure”) that lists Guild members for marketing purposes, and a Timeless Rack Card for distribution.

Responsibility: Vice President of Marketing

Procedure: The Lodging Map, and the Rack Card, are designed at regular intervals (preferably annually) by the Marketing Committee. It is the responsibility of the Vice President of Marketing to oversee the committee and present recommendations to the Board.

The Vice President of Marketing will:

1. Select and oversee the Lodging Map and the Rack Card editor.
2. Guide and verify the selection of a publisher and printer.
3. Get Board approval for the Lodging Map and Rack Card design.

The Lodging Map should include:

1. Guild approved tag line.
2. Listings of all Inn members, including: name of inn, city, phone number, and website
3. A map indicating the location of member inns.
4. The Guild’s name, logo, and edition date.

The Rack Card should include:

1. Guild approved tag line.
2. WBBG Logo and web address.
3. Photos of various areas of Washington
4. Timeless information so print production can be limited to an “as needed” basis.

Timeline:

November

- Money for Lodging Map and Timeless Rack Card should be included in budget approved at the Annual Meeting.

January

- Mention the Lodging Map in the newsletter.
- Contact designer about creating new brochure.
- Create a committee of Board members to select images.
- Create a document to submit to designer. Include each inn name, URL, phone, and city.
- Send an email to each member verifying brochure information including inn name, URL, phone and city. Ask them to reply by email **ONLY IF THEY NEED CHANGES**.
- Create an email folder and store all change responses in a file.
- Update the brochure document as necessary.
- Send an email blast via Mail Chimp requesting photo submissions from all inns. (see example) Due date is Feb. 1 for images for front and back of brochure and one food image.

- Create a digital folder and store images by inn name. Share the folder with VP of Marketing, President, and image selection committee.
- Update non-member bulk mailing list. Check addresses and delete or add display spots as necessary.
- Update the member bulk mailing list.

February

- Collect all images and submit to the committee for selection.
- Organize committee selections into digital folders: front image, back image, and food image.
- Take committee selections and send to designer for final choice.
- Contact inns with photo selections and receive permission to bill for placement.
- Save permission in a file.
- Notify Treasurer to bill members with photo selections as they give permission.
- Send final images, and corrected inn Excel file to designer. (Once permission is received from innkeepers)
- Approve the final proof sent by the designer.
- Send WBBG members high-resolution PDF of Lodging Map for them to print as needed, and post it on WBBG for guests to use.

March - April (Rack Card only)

- Rack Card should go to printer.
- Send the mailing list for non-members to distribution company.
- Include a rack card update in newsletter.
- Notify the printer to deliver 2 cases of brochures to the VP of Membership and the remainder to the distribution company.
- Download a PDF of the rack card to the documents on the backend of the website, replacing the existing one.

May

- Begin distributing rack cards through the regional meetings.
- Ask Regional Representatives to deliver rack cards in their areas.
- Add an update in the April newsletter.

May - June

- Send the final list of members to distribution company for delivery. Include the Regional Representatives who are delivering to members and any individual inns that need brochures.

August and October

- Add a reminder to the newsletters. Notify innkeepers to email directory@wbbg.com to receive additional rack cards.

Contacts:

Design: Julie Zaballos – zabadabadu@comcast.net or Theresa Regnier – secretary@wbbg.com

Delivery: Certified Folder Display Service Inc.

Name: Jill Andrews – jilla@certifiedfolder.com (206-870-2470)

Address: 2407 South 200th St, SeaTac WA 98198

Printing: Foster Printing (Catherine Wiencek – catherinew@fosterprinting.com)

Contracts: SeaTec (5000) for one year and PDX (2000) for 6 months.

Date: due April 15 (contact them in February)
Name: Jill Andrews – jilla@certifiedfolder.com (206-870-2470)

WBBG Conference Planning Procedure

A Step by Step To-Do List for Conference:

WBBG has an annual business meeting each fall during the first 2 weeks of November. In order to boost participation and value, typically there are workshops planned and for the last few years we've also had a trade show. Non-members are also encouraged to attend but cannot vote during business meeting.

This checklist makes the planning a bit more manageable. Begin planning conference with your committee no later than late winter/early spring. It helps to book venue the fall before.

Early Overall Planning & Budget (Winter)

- brainstorm locations, if applicable
- schedule tours of venues, if applicable
- set the date(s) and location, sign contracts
- book a block of hotel rooms for participants, staff/volunteers and presenters
- pay deposits as needed
- set the daily start and end time(s)
- determine a preliminary list of potential participants, volunteers, vendors, and presenters
- brainstorm possible social/ "fun" activities
- create an overall budget and total approximate price for event
- finalize event pricing for members/non-members and vendors (associates and non-members) no later than beginning of summer around mid-May

Education Program Detailing (Spring & Summer)

- determine a preliminary list of potential participants, volunteers and presenters
- assess audio visual equipment needs and be sure event location can provide what's needed
- develop a conference daily schedule of events
- confirm volunteer and outside paid speakers
- estimate costs of flights or travel or speaking costs for speakers, if applicable
- request rough workshop outlines and get working titles-spring
- request detailed workshop descriptions and presenter profiles for website & program-summer
- finalize speaker list no later than Aug. 1
- determine workshop room assignments, create audio visual needs list and workshop room layouts (classroom, theatre, pods)
- consider offering discounted registration to volunteers if they will be missing sessions

Planning the Food (Spring, Summer, Fall)

- book the caterer and get menu list with pricing
- decide how many meals and snacks will be included in conference registration
- finalize the menu in accordance with budget and preferences

- communicate menu choices with caterer
- determine meal and break times and communicate with caterer
- communicate any allergies or changes in numbers to caterer prior to event

Planning the Fun-Awards & Dinner Program & Social Events (Spring & Summer & Fall)

- brainstorm fun and social activities and approximate costs and time involved
- finalize fun and social activities in accordance with preference and budget
- coordinate details with organizer in the area (such as wine or B&B tours)
- assess for any special equipment or transportation needed
- communicate registration details with organizer in the area as well as participants
- create any print materials or signage or tickets needed on day of event

Marketing Planning (Spring & Summer)

- decide on a theme
- gather print and web copy for promotion of event – logo, pictures, presenter profiles, workshop descriptions, conference schedule, and promotional copy
- put a place holder announcement on web site with preliminary details
- send a “save the date” email and InnStep article to potential participants, vendors, presenters, and volunteers
- create promotional plan – email campaign, InnStep newsletter schedule, web site, print materials for both attendees and vendors/sponsors
- start planning print post card, if used – printing deadlines, graphic artist booked
- web page uploading/design – registration, information on the location (map, weather link), hotel room booking, conference schedule, key note speaker and other presenter’s profiles.
- submit monthly articles for InnStep beginning in May using speaker presentation descriptions and bios as well as general info re: venue, area, and vendors.

Active Marketing Promotion and Registration (Summer & Fall)

- plan the registration process – deadline for early bird and final registrations, create/enter data into database, create/upload information for web registration
- plan registration process for vendor trade show/sponsors
- order printing if applicable: post cards, t shirt printing, trinkets, banners/signage etc.
- web page uploading/design – registration, information on the location (map, weather link), hotel room booking, conference schedule, key note speaker and other presenter’s profiles.
- distribute or mail post cards or any printed info
- publish workshop descriptions and finalized workshop schedule on the web site
- start early bird registration Aug. 1

Recruiting Vendors (Summer and Fall)

- send a “save the date” and general informational email to potential vendors
- determine how many vendor spots will be available and costs for associate members vs non-members
- plan registration process for vendor trade show/sponsors
- create document with info needed to put on website or other registration materials for vendors
- finalize vendor list

- ___ assess vendors for any special needs or requirements (space, wifi, electricity)
- ___ create map and basic signage for vendor space (consider giving preference in order of registration with associate members getting preference over non-members)
- ___ send reminders to vendors closer to the date and communicate last minute details
- ___ greet vendors on day of event to direct them on set up (this may be delegated- consider hiring someone to do this or offer free registration that day)

The Little Extras-Welcome bags, goodies, speaker gifts, awards (Summer & Fall)

- ___ create a supply list for supplies needed, (pens, folders, bags, banners, etc.)
- ___ design welcome packages
- ___ select and order presenter's gift(s) and/or prizes as well as award certificates/gifts
- ___ create name tags and welcome packages (schedule of events, maps, tickets, paper, pen, samples, instructions)

Printed Program & Agenda (Fall)

- ___ edit workshop descriptions and presenter profiles
- ___ finalize program/awards ceremony
- ___ get bids for printing program or estimate costs/availability of doing it ourselves
- ___ type program and agenda
- ___ edit and proof program and agenda
- ___ request list of attendees and vendors
- ___ request business meeting agenda and slate of officers and ballot information
- ___ type and edit attendee and vendor list of participants
- ___ type and edit business meeting agenda and slate of officers and ballot info

Day of Event Planning Details-Volunteer Schedule, presenters, etc. (Fall)

- ___ finalize the audio visual equipment needs and availability
- ___ create name tags and welcome packets (schedule of events, maps, tickets, paper, pen, samples, instructions)
- ___ create signage for attendees for registration and sessions
- ___ finalize & communicate task lists/instructions for staff/volunteers (introducers and registration and vendor coordinators)
- ___ send reminders to speakers 3-5 days prior to event and get cell phone numbers for emergency contact
- ___ finalize & communicate instructions for presenters
- ___ create organizers supplies kit (stapler, scissors, painter's tape, markers, card stock, blank name tags, extension cord(s), pens, paper clips, sticky notes)
- ___ confirm with the cater the final count of meals required

Recognition Procedure

Purpose: To thank Guild members for outstanding efforts on behalf of the Guild and encourage others to participate.

Responsibility: President and Vice President for Membership and Quality Assurance with consultation and approval of the Board of Directors

Procedure: The Guild shall make every effort to determine, recognize, and show appreciation for outstanding efforts accomplished on behalf of the Guild by its members. The recognition should occur in a timely and appropriate manner.

Special Awards:

The Sam Haines Award of Excellence

Presented to a member for sustained contributions and lasting positive effect on the WBBG and the innkeeping profession. The award is given in honor of Sam Haines (deceased) who gave his energies tirelessly as Area Representative and Treasurer and consummate volunteer, and whose creativity and leadership set very high standards for Guild governance.

Superlative Achievement Award

Presented to a member who has demonstrated sustained leadership, energy, creativity and initiative symbolizing the Guild's mission and standards of excellence.

Special Achievement Award

Presented to a member who has made significant contributions to the Guild's initiatives in mentoring and recruiting new members.

Award Of Excellence

Presented to a member for significant contributions to Guild operations and member support.

Some acceptable forms of recognition are:

- Plaque
- Certificate
- Flowers/plants
- Verbal recognition at a meeting
- Newsletter article
- Gift
- Honoraria
- Note of thanks
- Monetary award approved by the Board

Financial Review Procedure

Purpose: To review Guild financial accounts once a year to ensure proper fiscal management.

Responsibility: The President shall convene the Financial Review Committee, which shall consist of three Directors other than the Treasurer. The Treasurer is responsible for organizing and facilitating the review.

Procedure: The review may be done in person at a board meeting or via electronic communications. As of March, 2017, WBBG has three bank accounts with Union Bank and uses QuickBooks Pro Plus 2017 financial software.

The Treasurer will present, either in person or online, copies of bank statements, financial software account information, required state and federal documents, and income/expense data for the period to be covered.

1. To prepare for the meeting, the Treasurer will:
 - a. Coordinate with the committee members to set a date and time for the meeting.
 - b. Using the Guild's online meeting software, schedule the meeting and send invitations to committee members.
 - c. Choose a date range to be covered by the review. It is recommended that the dates run from the end of the last review to the end of the most recent month for which there is a bank statement. (Note: all the following are intended to be prepared in digital form to allow online presentation)
 - d. Prepare "screen shots" (a digital copy of a page on a computer screen; see webmaster for help if required) of bank statements and financial software registers for the beginning and ending dates of the review.
 - e. Prepare screen shots of financial software showing outstanding debts/unpaid invoices.
 - f. Prepare a file of required state and federal reports proof that they have been filed.
 - g. Be prepared to show a copy of the most recent Quarterly Treasurer's Report.
 - h. Prepare a file listing current contracts and verifying that the Secretary has copies.
 - i. Prepare a signature page for Treasurer and the three committee members to sign showing completion of the review.
 - j. Assemble items d-i above in a PowerPoint presentation.
2. Conducting the Financial Review:
 - a. Treasurer will conduct the meeting.
 - b. Using the presentation described in #1 above, Treasurer will present files to show that:
 - 1) Bank accounts are reconciled.
 - 2) Funds due have been recorded and received.
 - 3) Debts have been approved by the Board, paid, or accounted for.
 - 4) All state and federal reports have been submitted as required.
 - 5) The Guild is operating within its budget.
 - 6) All contracts and agreements are on file with the Secretary.
4. When committee members and Treasurer are satisfied with the review, the Treasurer will forward a copy of the report to the first committee member, who will digitally sign it (see webmaster for help with this) and forward it to the next member, and so forth. The final committee member to sign will return report back to Treasurer, who will sign it, forward it to the President, and retain a copy in the Treasurer's digital records.

Reimbursement Procedure

The Treasurer is authorized to pay or reimburse expenses as follows:

1. Meeting Expenses of Officers and Board Members are reimbursed as the budget permits and are considered by the Treasurer upon receipt of an invoice. It is the Guild's intention to be able to pay the following as budget permits:
 - a. Transportation costs of attending required meetings, not to exceed the current IRS rate per mile, plus incidental travel expenses such as ferry fares, tolls, and parking fees.
 - b. When a required meeting is held in conjunction with a Guild conference, mileage is reimbursable but other conference fees are normally excluded.
 - c. Direct costs of meeting venues and lodging at facilities as arranged by the meeting coordinator.
 - d. Breakfasts, lunches, and snacks served on meeting days.
 - e. Beverages provided at associated local innkeeper reception.
2. Office Materials and Expenses – Necessary and reasonable expenses of carrying out or performing Guild business such as stationary, postage, telephone calls, photocopying, etc. after clearance by the Treasurer.
3. Documentation – Requests for reimbursements, or payment shall be supported by invoices or receipts wherever possible.
4. Extraordinary Expenses – The Board may authorize payment or reimbursement of expenses outside these guidelines on a case-by-case basis.
5. Upon a finding of financial insufficiency, the President may reduce, pro-rata, or delay reimbursement of submitted expenses.

Financial Programs Procedures

Responsibility: Treasurer

While striving to be as paperless as possible; it is strongly recommended that the Guild maximize online banking and bill pay, digital record keeping, and online backups of all digital records.

1. Banking options: As of March 2017, WBBG's three bank accounts are with Union Bank. The first, a checking account, is intended for paying bills and receiving payments. The second, a savings account, is intended to put excess funds, not needed for immediate bill payment, into an interest-bearing account. The third, also a savings account, is intended to be a "lock box" account that will hold money paid for WBBG gift certificates until such time as WBBG members need reimbursement for used certificates. Under no circumstances should funds from the third account be used for any other purpose.

Procedures:

1. At the beginning of the Treasurer's term, visit a Union Bank branch to register as an account owner.
2. Once per week, log on to Union Bank's online banking site to check balances on all accounts.
3. Once per month, download online bank statement and save a digital copy in the Treasurer's files.
4. Once per month, evaluate the relative balances of checking and savings accounts, estimate any upcoming withdrawals, and transfer any excess checking account money to the savings account.
5. Once per month, if any gift certificate redemptions have been paid, transfer money from the Gift Certificate ("lock box") savings account to checking.

2. Credit Card Processing Vendors: As of March 2013, WBBG uses PayPal for processing credit cards. The overall cost for the service is approximately 2.9% of charges plus \$0.30 per transaction.

PayPal: WBBG has a PayPal business account that allows us to accept payments from any web page we choose. We currently use this on wbbg.com for membership renewals and membership applications. There is potential to use PayPal for other functions as WBBG expands into more online applications and registrations. PayPal account and balance information is accessed with user name and password maintained by the Treasurer. Once per week: Log on to PayPal web site to see if there have been any payments. If so, transfer the funds to either the Gift Certificate Savings account (if the payment is for a gift certificate) or to the checking account for anything else.

3. Financial Software: As of March 2013, WBBG uses QuickBooks Pro Plus 2017 software. We pay an annual fee for this, which includes free telephone support, free online backup, and free upgrades to the latest version of QuickBooks (QB). To be effective, the Treasurer must have a good working knowledge of QB. One advantage of QB is the ability to assign money spent to an expense category, called an "account" in QB terms. This makes it easy to track WBBG's budget expenses.

Procedure:

1. Once per week: Click the “Bank Feeds” icon and download banking transactions. Add those transactions to the appropriate register (checking or savings) and assign the correct expense “accounts” to these transactions.
2. As required: Send PayPal invoices to members, new members, or others as required.
3. Once per month: Prepare QB reports to track expenses in the various WBBG budget categories, such reports to be used as reference for the Board meeting and Executive Committee Meeting treasurer’s reports.

4. Online Bill Pay: Currently our bank, Union Bank has a free online bill pay service.**Procedure:**

1. Write a check or pay a bill with online check in QuickBooks.
2. Click the “Bank Feeds” tab.
3. Select the checking account and click to upload the transactions to the bank.
4. The Bank will send the check to the payee within five business days.

5. WBBG Gift Certificates:**General Information:**

1. It is a requirement of membership to participate in this program.
2. Gift Certificates purchased from www.wbbg.com are redeemable at 100 percent of face value and never expire.
3. There is a shipping and handling fee added to the cost of the certificate, to cover postage and partial credit card commission.
4. Gift Certificate revenue is kept in a separate savings account, not to be accessed for other purposes under any circumstances.
5. Information on customer purchase and innkeeper redemption of current Gift Certificates is available on wbbg.com.
6. There are two other types of WBBG-sponsored gift certificates in circulation:
 - a. “Old” Gift Certificates are redeemable at 100 percent; instructions are at <http://wbbg.com/membersonly/giftcertificates>.
 - b. Certifichcks: The Board has agreed to refund Certifichcks at full face value. There is \$4000 in the lockbox to cover the cost of this changed program going forward.

Procedure for Participating Innkeepers:

1. Accept certificates at face value.
2. Do not place restrictions or blackout periods on certificate use.
3. Redeem current gift certificates via the Guild website. Send certificates or Certifichcks of a scanned copy thereof to the treasurer for reimbursement. When paid, destroy the redeemed GC’s.

Procedure for Treasurer:

1. Treasurer will receive an email when a member inn requests payment, which contains the certificate number, the redeemed value and the redeeming inn. The treasurer will then take the following actions:
2. Go to www.wbbg.com, sign in as Treasurer and check the gift certificate tab, at the top of administrator’s page. You will see the “Gift Certificate” page.

3. Verify that the redeemed value of the certificate has been deducted from the original value on the website.
4. Confirm the correct address of the member in www.wbbg.com, “Manage User” tab and verify the address for that “customer” in QuickBooks
5. Send payment from the WBBG checking account.
6. Transfer funds equal to #6 above from the WBBG Gift Certificate Savings Account to the checking account.

Website Procedures

Hierarchical Organization

The website for WBBG is a dynamic Content Management System. The access to change control for the website is password-enabled in a hierarchical way.

The descriptions of properties, cities, regions and events are visible to anyone who visits wbbg.com. They can access search functions to find B&Bs in our area, find cross links to other B&B associations, read recipes, download the Lodging Map, and purchase gift certificates.

Full, Associate, and Aspiring Innkeeper members have password access to see the members-only side of the website, which includes access to the WBBG logo, member contact lists and education presentations from past meetings. Full members can edit their own property information and reset their own passwords, private documents and gift certificate validity information. Associate members can access their listing information and edit their advertising.

Some members (see list below) have administrator access to the website. Administrators can add properties and members, reset passwords, issue credit for widget placement, upload images and documents, and edit the members-only and public pages of the website. Typically members with Administrator access include the Executive Committee and the Quality Advisor, as follows;

Director of Technology	President	Treasurer
VP of Marketing	VP of Membership	Secretary
Quality Advisor		

Member Access Functionality

Recovering a Lost Password

To recover a lost password, a member needs to know the name of their property or the email they have associated with WBBG. Under the login area is a line that says, “**Forgot your password?** Request password reset.” After clicking on this link they are given the option to enter their email or select their property name. The password will then be sent to the email WBBG has on file. *Note: WBBG Web Administrators do not have the ability to see current passwords but can reset them.*

Member Access to wbbg.com

When a member navigates to wbbg.com and clicks on *Innkeeper Login* under the *Membership* menu item and logs in, a welcome page shows the property name and brief description with a link to *Manage your Listing*.

Below the property listing are several other information items (for example):

- Annual Reports
- Board Minutes
- Frequently Asked Questions
- Member Forum
- Gift Certificates
- Government Relations
- Green Program
- Operations Manual
- The WBBG Board
- WBBG Logos

Each of these links allows the member to access confidential membership information not available to the general public. The contents of this list can change as new information needs to be shared with the membership at the discretion of the administrators.

At the top of the member welcome page are menu items including:

- **Member Listings** – a listing of WBBG Associate members and their product/service information.
- **Gift Certificates** – a member can check the validity and residual value on any gift certificate, as well as redeem gift certificates for stays at their inn.

Manage Member Listing

If a member on their home/welcome page clicks on their property name, they are conducted to the *Manage Property Listing* section for their property. Using the tabs at the right of the page, members can edit their property information; copy the widget code; upload photos, specials, and recipes; look at statistics for any period in their member history; and renew their membership.

Administrator Access Functionality

Managing Documents on Website

A document on the wbbg.com website is not the same as a website page. A document is a file that a member or traveler can download from the site. If a document is marked public, it is potentially accessible by anyone who visits the website. If it is marked private, it is accessible only after a member has logged into the site. Portable Document Format (.pdf) is the preferred format for these documents.

An administrator can access the document functionality by clicking on Documents from the *Manage* menu heading on the administrator welcome page. All documents are listed here and identified as private if they are private. There are links to switch the document from public to private or to delete it. There is a link at the top of the page to upload a new document.

A document is not accessible on the site by simply uploading it. There must also be a link on some website page to allow members or travelers to access the document.

Managing website pages on wbbg.com

A page on wbbg.com is something that can be viewed by clicking on a link on either the public or member side of the website, by entering its URL directly into a browser or by clicking a link from some remote site. Since wbbg.com is a Content Management System (CMS), a page is created, deleted, or edited in the CMS editor. This is accessed from the administrator's welcome page by clicking on the *Pages* selection under the *Manage* menu heading. Doing so brings up a listing of all the pages on the site.

The path on the left side shows where a page will appear on the website. If the link is in the *About Us* menu on the public side, then the page has *about/* in its path.

Membership is the same as is visitors. *Membersonly/* pages are generally accessible only from the login welcome page for members and administrators. When you click on one of these pages, you will see the content of the page with four buttons at the top.

- *All Pages* – returns to the page list
- *Preview* – lets you see how the content will look when served by the CMS

- *Edit* – allows you to edit the content and links on the page
- *Delete* – allows you to delete the page (there is a confirmation step)

On the *Manage Pages* listing, you can add a page to the site by pressing the *Add Page* button at the top of the page. Clicking on *Edit* while looking at an existing page or on *Add Page* takes you to the page editor. At the top there is a box to type in a title for the page (this is starred-required). The *Menu Title* box next to that is optional. If the box is left empty that menu title will be the title. Next, you can show the title on the top of the page – this is expected in our website. The next check box is if the page you are creating should be displayed to the public or only to logged-in members.

The *Path* box is required and should be in the format of the other pages in the page listing. To the right is a *Template* box; this is a drop-down listing of the three templates on the site. Most pages will use the *Default* selection. The *Home* selection is reserved for the home page, and the *Listings* pages are for automated pages. Below that is the *WYSIWYG* content box. Please use the formatting tools to make the page look like how you want it to. You can create and delete links in the content, but it needs to be in the format `html://www.link.com` for outside links. Links to documents on the site should be in the form `../../../../documents/filename.ext` (please note that no spaces are allowed in filename.ext. Spaces must be replaced with the %20 escape sequence.) If you want images in the page, upload them with the image icon. If you have the capability, you can use HTML commands to format the text and images with the HTML button.

Managing Renewals

From the Administrator welcome page, click on *Renewals* under the *Manage* menu heading. Three buttons allow us to manage renewals annually.

- **Issue Renewals:** This is used only once a year (August 1) to reset the renewal tracking system. Dates are renewed, all properties are marked as un-renewed with the status of *Pending*. BE CAREFUL WITH THIS FEATURE, IT CAN'T BE REVERSED.
- **Send Email:** This button will generate an email to each active member property, instructing them about how to renew their membership.
- **Resend Renewal Emails:** This is currently done through MailChimp as an email blast.

The Treasurer will update the renewal status on each property when the funds are transferred in, either by PayPal or by check. Either the Director of Technology or another administrator will have to visit the property's site to verify that the widget is appropriately placed somewhere on the site. That administrator will then have to confirm the widget placement to grant the \$100 discount for the first year, and then verified each following year for a yearly \$50 discount.

Amend Bylaws Procedures

Purpose: To provide a method for members to share concerns and make changes in the Bylaws.

Responsibility: Secretary and Bylaws Committee

Procedure:

A member requesting a change to the Bylaws must notify the Secretary of proposed amendment change(s) in writing 90 days prior to the Annual Membership Meeting.

The Secretary will:

1. Ensure that Guild members are notified of their right to propose changes to the Bylaws, through an announcement in either the first or second quarter's newsletter.
2. Discuss proposed change(s) with the Bylaws Committee.
3. Ensure that proposed Bylaws changes are received by the Board at least 60 days prior to the Annual Membership Meeting.
4. Ask the President to put the proposed change(s) on the next Board Meeting agenda.
5. Present the proposed change(s) and the Bylaws Committee opinions at the next Board Meeting.
6. Ensure that every Guild member is notified that a copy of the proposed Bylaws changes will be at the Guild website prior to the Annual Membership meeting.
7. Notify Guild members who submit proposed Bylaws changes, which are modified or rejected by the Bylaws Committee and/or Board of Directors, as follows:
 - Notification shall be in writing within 7 days of the Committee or Board decision.
 - Notification will include instructions for 1) revising the proposal and resubmitting it, 2) presenting the proposal at the Annual Membership Meeting personally, and 3) initiating a mail-in ballot.

The President will:

1. Present the amendment change(s) to the Board.
2. Put the amendment change(s) on the agenda for the Annual Membership Meeting, or direct the Secretary to prepare a special ballot.
3. Ensure that the Bylaws are updated to reflect approved changes.

The Secretary will either

1. Notify the membership at least 14 days prior to the Annual Membership Meeting by placing notification in the newsletter and/or by email distribution.
2. Or prepare and email a special ballot, as directed by the President.

If the amendment change(s) are approved by the Membership, the Secretary will:

1. Note the vote count and amendment change(s) in the minutes.
2. Update the Bylaws.
3. Notify the member who suggested the changes, as necessary.

If the amendment change(s) are not approved by the Membership, the Secretary will:

1. Note the vote count in the minutes.
2. Notify the member who suggested the changes, as necessary.

Operations Manual Procedure

Purpose: To ensure consistency in the daily services and operation of the Guild and continuity throughout the change of officers..

Responsibility: Secretary

Procedure: The Operations Manual will be reviewed at least once every two years by the Secretary with at least one other Board member. Any changes will be recommended to the Board of Directors.

The Board of Directors will:

1. At the third-quarter (calendar year) meeting the Board of Directors will discuss any recommended changes to the Operations Manual, unless an issue needing immediate attention arises beforehand.
2. Vote on the proposed changes.
3. Instruct Secretary to make changes as appropriate and distribute to all Board Members.

Distribution of Assets Procedure

Purpose: To provide a means of disposing of the Guild's assets, should the need arise.

Responsibility: Board of Directors

Procedure: Should the Guild become insolvent, or cease to function as prescribed by its Bylaws, the Board of Directors will have the opportunity to dispose of remaining assets.

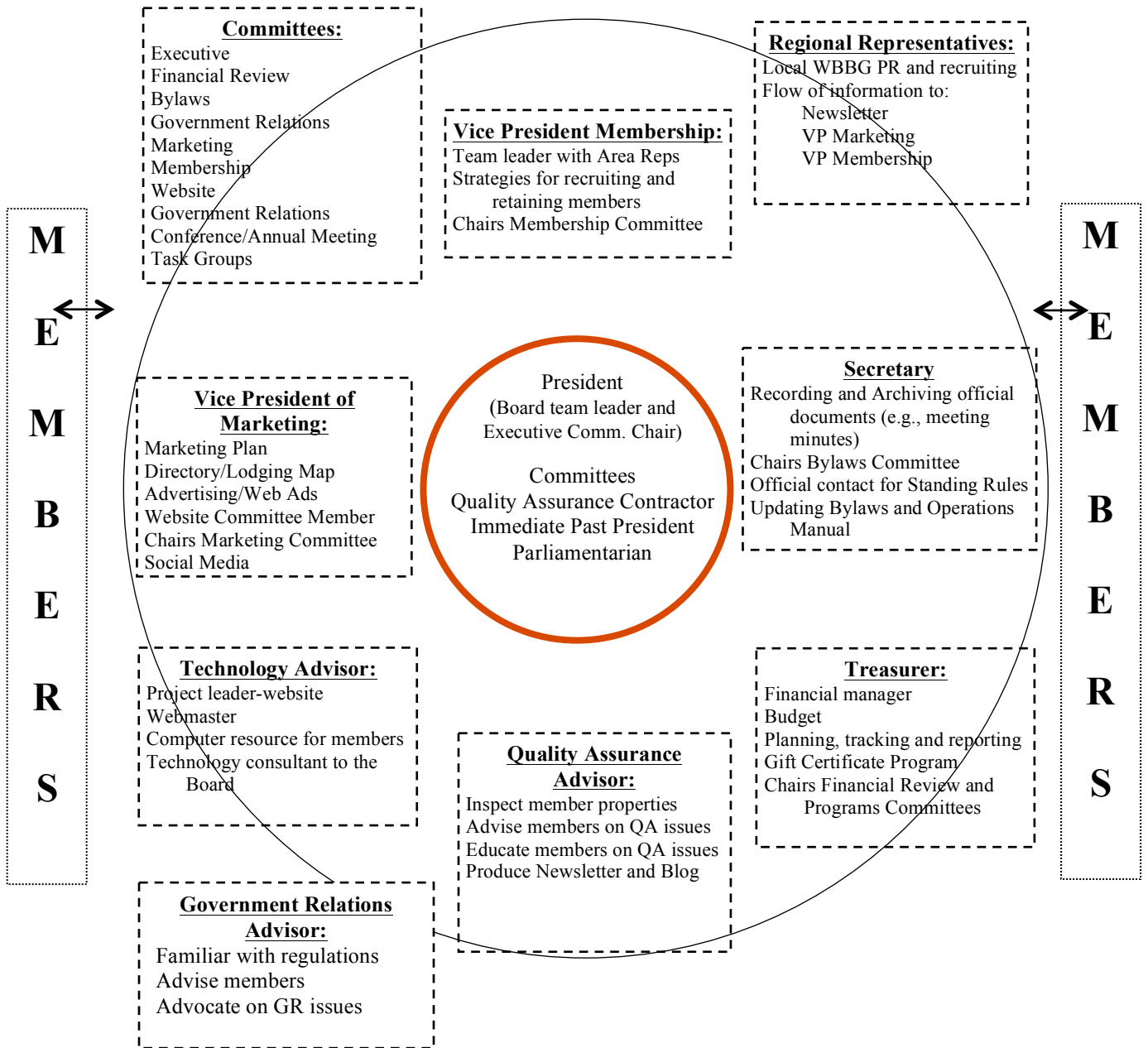
By majority vote, the membership will direct the Board to:

1. Cancel the Guild's federal non-profit status.
2. Make the Bylaws null and void.
3. Pay all debts.
4. Dissolve all Guild assets.

The Board of Directors will then:

Donate remaining assets to a similar non-profit accommodations association, or, in the event that the Board of Directors cannot come to an agreement or gather a quorum, turn the assets over to the Superior Court of a Washington county to dispose of the assets in a similar manner.

ADDENDUM A: WBBG Functional Organization Chart

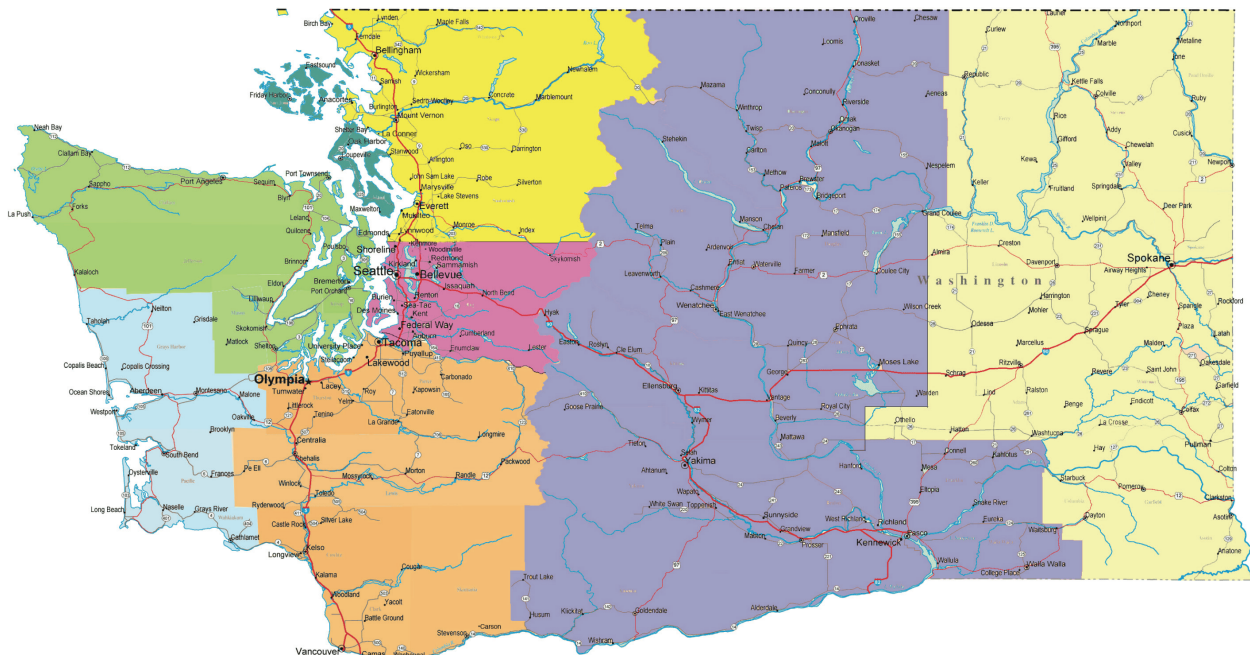
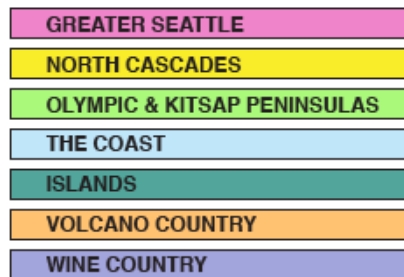


ADDENDUM B: WBBG Regions

Purpose: To divide the state into logical geographic areas that facilitates Guild support of the membership through Regional Representatives.

WBBG membership is organized into 8 regions, with regional borders following county boundaries.

1. **Greater Seattle** – King County
2. **North Cascades** – Whatcom, Snohomish, and Skagit Counties.
3. **Olympic & Kitsap Peninsulas** – Mason, Kitsap, Lewis, Cowlitz, Grays Harbor, Clallam, and Jefferson Counties.
4. **Coast** – Pacific and Wahkiakum Counties.
5. **Islands** – Island and San Juan Counties.
6. **Wine Country** – Chelan, Kittitas, Yakima, Klickitat, Walla Walla, Douglas, Franklin, Grant, and Okanogan Counties.
7. **Volcano Country** – Thurston, Pierce, Clark and Skamania
8. **Eastern Washington** – Ferry, Stevens, Pend Oreille, Lincoln, Spokane, Adams, Whitman, Columbia, Garfield, and Asotin Counties. Currently there are no WBBG members in this region.



ADDENDUM C: WBBG History

The first meeting of the Guild was conducted in October 1985 by owners of five bed and breakfast businesses to form the Washington State Bed and Breakfast Association. This meeting represented the Spokane Bed and Breakfast Association, the Leavenworth Bed and Breakfast Association, the Whidbey Island Bed and Breakfast Association, and the Seattle Bed and Breakfast Association.

The Washington Bed and Breakfast Guild was officially formed by its fifty charter members at the third annual Washington State Bed and Breakfast Innkeepers Conference on April 7, 1986 in Seattle. Charter members are those bed and breakfast owners in attendance at this meeting. The group's concept for the Guild was a state-wide information network for member bed and breakfasts, and development of a strong voice for the industry with state regulatory and tourism agencies. At this conference, the task force presented bylaws and ideas for an executive committee. The bylaws were reviewed and adopted after minor revisions. An executive committee was selected and the means for membership representation was developed.

Past Presidents

1986	Dick Jones	Chelsea Station B&B Inn	Seattle
1987	Monty More	More House B&B Inn	South Cle Elum
1988	Marylou Jones	Chelsea Station	Seattle
1989	Bob Sokol	Starrett House	Port Townsend
1990	Monty Turner	Run of the River B&B	Leavenworth
1992	Nancy Bowman	Eagles Nest	Whidbey Island
1993	Robert Herrmann	Inn at Swift's Bay	Lopez Island
1994	Joanna Jackson	Old Consulate Inn	Port Townsend
1995	Rod Dakan	Scandinavian Gardens	Long Beach
1997	Dick Robinson	Hillside House	Friday Harbor
2001	Jeff Pratt	Illahee Manor	Bremerton
2001	Dick Robinson	Hillside House	Friday Harbor
2004	Carl Silvernail	Otters Pond	Orcas Island
2008	Nathan Allan	Swantown Inn B&B	Olympia
2012	Bob Spencer	Meritage Meadows Inn	Redmond
	Penny Whisler	Three Tree Point B&B	Burien
2013 – 2016	Bob Spencer	Meritage Meadows Inn	Redmond
2016 –	Julie McAferty	Greenlake Guest House	Seattle

The Guild's Mission is to be the recognized standard and voice, industry leader, and information resource for Washington B&Bs and guests. The Guild's primary concerns are:

- Supporting member businesses through website presence, networking opportunities, and educational programs.
- Creating greater recognition for bed and breakfasts as an alternative accommodation.
- Obtaining benefit programs for B&B owners.
- Working with the state to set standards for B&B operations.
- Promoting tourism.
- Developing a newsletter to share information among Guild members.
- Providing Internet exposure and exchange of information.
- Creating an annual State B&B directory.
- Legislative representation and lobbying.
- Sustaining an efficient and effective organization.

ADDENDUM D: WBBG Standards for Membership

A. General

1. The member owns and/or operates the facility primarily as a bed and breakfast inn. Current bylaws say only “and”. This implies that a non-owner innkeeper can apply but that is not clear in the bylaws.
2. The bed and breakfast inn is located within the State of Washington and has a maximum of 20 guestrooms.
3. The bed and breakfast serves either a full or continental breakfast, which is included in the price of the room.
4. Any meals served in addition to breakfast must be authorized in the inn’s permits as required by local jurisdictions.
5. Except in stand-alone units, there is a well-maintained common area with adequate, comfortable seating for guest use.
6. Membership flows with the ownership of the inn. When an inn is sold, a transfer application from the new owners is necessary.
7. The inn is operated with high standards of personalized service, housekeeping, food preparation, and building maintenance.
8. It is recommended that the innkeeper/representative reside on site or in close proximity to provide for guest needs and emergency situations.
9. Staff is courteous, present a good appearance, and operate in an ethical, business-like manner. Hospitable attention to guest service is maintained at all times.
10. The inn owner has a current food handlers permit, proper insurance, and if applicable, the inn has an approved TA permit. The WBBG recommends strongly that its members have any additional licenses, permits, or certificates that may be required by the city, county, state, or federal agencies.
11. The inn is registered with the Washington State Department of Revenue and pays all required taxes.
12. The inn complies with all applicable Washington State Liquor and Cannabis Board requirements as well as applicable Federal liquor licenses.
13. The inn is adequately insured with appropriate business and liability insurance beyond a normal homeowner's policy. The minimum level of such insurance is \$1,000,000. The property itself must be named in the policy or rider.
14. The inn provides adequate and accurate written and/or verbal notification, as appropriate, of all policies, operation specifics, and general knowledge of the inn to guests in advance of their stay and also upon arrival. Such information includes

- written reservation confirmation and cancellation and refund policies as well as restrictive policies such as those regarding pets, smoking, and children. Promotional material, including the inn's website, accurately reflects the inn or registered business.
15. Guild members will promote Washington's bed and breakfast industry, particularly those inns that have met and continue to meet the standards of the Guild.
 16. Members will endeavor to participate fully in all Guild activities for the betterment of the individual inn and the Guild as a whole.
 17. A Quality Assurance Review is required for new members and within two years of transfer of membership. A successful provisional review by WBBG Board Members will suffice until the official QA review is completed. For continuing members a QA Review is conducted every other year. After passing two inspections in a row, inn members will be inspected every three years.
 18. Members agree to allow additional inspections as determined by the Guild's Board of Directors, to respond quickly to any complaints; to abide by all federal, state and local laws and regulations affecting the hospitality industry; and to notify the Guild immediately upon the sale of an inn.
 19. The most recent review checklist is incorporated as a part of these standards and a copy will be included as part of the package presented to prospective members.

B. Health and Safety

1. The inn provides a safe and secure environment for its guests while complying with all federal, state and local regulations.
2. Emergency telephone numbers and/or procedures are posted by guest phones and in each room. This plan included emergency 911 information, inn location, location of exits and extinguishers in case of fire, meeting location in case of emergency evacuation, and Tsunami information in areas where this is applicable.
3. The exterior of each bed & breakfast property is well maintained, free of obvious neglect, and well illuminated to promote safety. Entrances, house numbers, and signs are clearly visible.
4. A current food handler's permit is required for anyone involved in food service regardless of their County requirements.
5. There is adequate night lighting in hallways and stairs.
6. It is recommended that fireplace/chimney/woodstove maintenance and inspection is done routinely and documented.
7. It is required that carbon monoxide detectors are installed on each floor where guest rooms are located. It is recommended that carbon monoxide detectors/alarms are installed in any rooms where wood or gas fireplaces or appliances are located,

- including any guestrooms attached to or above a garage. This is required for any rooms with attached garage or adjacent to a room with a fuel-fired appliance, unless the building has no carbon-based heating or cooking appliances and no attached garage.
8. The inn has on each floor a certified fire extinguisher that is easily seen (date tagged for annual inspection).
 9. It is recommended that innkeepers be knowledgeable about First Aid and CPR procedures and have current certification.
 10. It is recommended that innkeepers have Hepatitis A and B immunization with booster as recommended by the State Health Department.
 11. It is recommended that inns of two rooms or fewer (i.e. not subject to the Transient Accommodations License requirements) nonetheless adopt the health and safety requirements for hot-tub cleaning and record keeping; dishwasher and water temperatures; and bathroom cleaning, as described in the State Health Department Rules.
 12. It is required that each inn has an Emergency Preparedness plan in place (TA WAC 246-360-030. A sample plan is available from the QA Advisor and WBBG's website.

C. Guestrooms

1. Each guestroom has adequate ventilation and heating in consideration of local conditions. Use of a space heater or extension cords is prohibited unless approved by local fire authority (TA WAC 246-360-220).
2. Good lighting is required in all guest areas with special attention to bedside reading lights and bathroom mirrors.
3. Occupied guestrooms, bathrooms, and common areas should be inspected, cleaned and/or straightened daily.
4. Bedrooms should have a mirror if there is not a private bathroom with a mirror; a leak-proof wastebasket and tissues should also be available in the room or bathroom. Drinking glasses should be either in guest room or guest bathroom. Guest rooms should have one or two chairs.
5. Adequate space is provided for hanging clothes and storing personal items in guest rooms. At least six hangers are provided. Luggage racks are recommended.
6. Bedroom window treatments provide for privacy and protect from intrusive outside light.
7. Locks or latches must be on bedroom doors to ensure the privacy of the occupants. It is also required that exterior doors have an adequate lock or entry-securing device.

8. Guestroom beds are comfortable with good, firm and clean mattresses. Bedding includes a pad, two sheets, pillows with covers and cases, adequate blankets and a bed cover. All items are in good condition and free of obvious wear, soil and stain. Extra blankets and pillows should be available.
9. Innkeeper's personal items should not be stored in guest bedrooms.
10. Per Washington State law, linens are changed after each guest and at least weekly for continuing guests (TA WAC 246-360-150).
11. Bed bug covers are recommended for all mattresses and box springs.

D. Bathrooms

1. There is at least one full bathroom for every three guest bedrooms. Guests are made aware of any shared bathrooms at the time of reservation. Innkeeper's personal items should not be stored in guest bathrooms.
2. Hot water of 100-120° F exists in all guest bathrooms.
3. Each bathroom is equipped with at least a toilet, sink, tub or shower, adequate shelf space for guest toiletries (not including tank top or medicine cabinet), well illuminated mirror, safe electrical outlet, fixtures for hanging towels and clothing, and an exhaust fan or opening window.
4. Non-skid bath mats should be available for tubs and showers unless there is a non-skid surface or where not recommended by the manufacturer.
5. Cleanliness of the bathroom is of high standard with lined wastebaskets, cleanable walls, floors, fixtures, and countertops. Shared bathrooms receive daily housekeeping.
6. Supplies for each guest include at least one large bath towel, wash cloth, and hand towel. Towels and wash cloths are changed every two-three days or if soiled and for each new guest. If a bathroom is shared, guests should have a way to identify their towel sets by color or other means. Additionally, a bath mat, waste basket, toilet tissue, drinking glasses or paper cups, and individually wrapped guest soaps or liquid soap dispenser are available.
7. Bathroom doors of shared baths have a privacy latch or lock.
8. A separate innkeepers' bathroom is recommended.

E. Laundry Rooms

1. The laundry area is clean.
2. If a trash receptacle is adjacent to the dryer, it is required to be a metal can with a lid.
3. Innkeeper's laundry and guest laundry must be laundered separately.

4. Clean laundry must be kept separate from the soiled laundry.
5. Washing and sanitizing is done in accordance with manufacturer's recommendations along with detergent and sanitizer's instructions.

F. Kitchen and Meals

1. A full or continental breakfast is offered as part of the room rate for each guest's stay. Food quality and presentation are of a consistently high standard.
2. A continental breakfast consists of a minimum of a hot beverage, cereal/toast/ pastry, and juice. It is preferable that these items be made or at least prepared on the premises and not served prepackaged.
3. A full breakfast consists of a minimum of a juice/fruit, a hot beverage, cereal/toast/ pastry, and a hot entrée (eggs, meat, pancakes, waffles, etc.).
4. The kitchen area and work surfaces are clean, well maintained, and comply with all local and state health requirements. Appliances are in good working order. Dishwashing procedures are approved by local health department and where applicable all local and state requirements are documented.
5. Garbage cans are covered except during meal preparation and service.
6. Thermometers are required in all freezers and refrigerators so temperatures can be monitored. Maximum freezer temperature is 0°F; maximum refrigerator temperature is 40°F

G. Exterior

1. Outside areas and building exteriors are maintained free of gross neglect and other signs of disrepair.
2. Gardens and lawn areas are maintained so as to be inviting and comfortable for the guests.