



Operations Manual

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WASHINGTON INDEPENDENT INNS NETWORK
Operations Manual

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Standing Rules

Section 1: Classes of Membership

- A. Independent Lodging Property:** Those independent lodging properties residing in Washington State that meet all of the requirements for membership, have completed all paperwork, and have currently paid dues. These members shall have voting rights (one per property); shall be listed in the association Directory of approved properties; shall be entitled to use the association logo; and shall receive newsletters, discounted conference fees, and other benefits provided by the association. Full membership shall be held in the name of the Independent Lodging Property.
- B. Associate Business –** A company offering a product or service related to the independent lodging property 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 WIIN Associate Member logo does not signify the association’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 WIIN’s interest in promoting the industry. These members will pay an annual fee as set by the Board of Directors; there will be no fee for former WBBG or WIIN Board members. 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 WIIN. Affiliate members have no voting rights, and may not use any WIIN logo in association with any business, product, service or marketing.
- D. Aspiring Membership:** Those persons who do not currently own a property or are engaged in the process of determining whether they wish to construct, purchase, or manage an independent lodging property. These members shall not have voting rights but shall be entitled to membership benefits as outlined in the Standing Rules. These members will pay an annual fee as set by the Board of Directors. The Aspiring Membership shall be terminated when their property is eligible for Independent Lodging Property membership.

Section II: Dues, Fees, and Benefits

A. Dues Year

The dues year runs from October 1 through September 30.

B. Independent Lodging Property

1. The dues structure for an independent lodging property is as follows:
 - a. Dues are \$499 per year.
 - b. All members who serve on the Board or a major committee will receive a \$50 discount the following year.
 - c. 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 as an incentive to join.
 - ii. New members will always receive the \$50 early-pay discount for their first year.
 - iii. New members' dues will be prorated beginning with the month the member was approved.
- 2. Benefits for this group include:
 - a. Use of the WIIN logo.
 - b. waINNS.com Listing. Monthly statistics provided to members for tracking.
 - c. Listing in WIIN full-color electronic (PDF) Lodging Map, if applicable.
 - d. Posted online at WIIN and an electronic version distributed to members for print or to distribute via email.
 - e. BookDirect link
 - f. Private Member Forum on Facebook.
 - g. Optional corporate WIIN – Washington Hospitality Associate membership with additional benefits.
 - h. *InnStep* e-newsletter containing the latest WIIN 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 WIIN.
 - m. Social media marketing.
 - n. WIIN online member forum to support communication between members.

C. Associate Business

- 1. Associate business member shall pay annual dues of \$99.00 a year of membership
- 2. Benefits to this group include:
 - a. WIIN VP of Member Connection will inform each member about our Associate Business Members and the benefit they offer to our members
 - b. One year of advertising on the members section of waINNS.com with description, link, and photo.
 - c. Listing and link in WIIN monthly newsletter.
 - d. Member rates at WIIN conferences and tradeshow.
 - e. Use of the exclusive WIIN 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 WIIN *InnStep* e-newsletter, announcements, and quarterly reports.
 - b. Professional Innkeeping book.
 - c. Six hours of consultation with three experienced WIIN Innkeepers.
 - d. Access to all WIIN Associate Business Members and member discounts.
 - e. WIIN member rates for WIIN events and conferences.
 - f. Access to membership discussion forum.

E. Affiliate Membership

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

F. Re-Inspection Fee

Any member inn requiring re-inspection shall pay a fee equal to the amount listed as “non-refundable Inspection 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 inspection 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. Former members should contact VP-Member Connection with the names and contact information for the new owners within two weeks of transfer.

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 of licenses 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 Representative'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 Representative or on the WIIN website.

D. 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 WIIN 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 WIIN to the general public and other professional organizations.
3. Set and review WIIN's mission and goals on an annual basis.

4. Establish a timeline for the implementation of projects that are consistent with WIIN goals.
5. Oversee the ongoing operation, programs and projects of WIIN.
6. Ensure that the board's operations are adequate and appropriate.
7. Evaluate WIIN's operation, programs, and projects annually to ensure that WIIN's operating, organizational, and legal structure are adequate and appropriate.
8. Ensure financial accountability and adequate resources to achieve WIIN's operation, goals, and projects.
9. Ensure assigned responsibilities are carried out on a timely basis.
10. Represent WIIN and its 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 WIIN.
 - j. Enforce WIIN Bylaws.
 - k. Attend Committee, Board, and Annual Membership Meetings.
 - l. Represent and promote WIIN 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 VP of Advocacy).
 - p. Assume the overall responsibility for assuring that WIIN 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 WIIN 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 Member Connection (Membership)

1. The Vice President for Member Connection 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 Member Connection 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 Representative, 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 Regional Directors 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 Regional Directors 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 Guest Connection (Marketing)

1. The Vice President of Guest Connection 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 Guest Connection will:
 - a. Establish and chair the Marketing Committee.
 - b. Establish a budget for the Vice President of Guest Connection 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 WIIN advertising.
 - f. Design and produce WIIN advertising.
 - g. Negotiate with publishers for WIIN advertising.
 - h. Coordinate social media including blogs and travel newsletters.
 - i. Attend Committee, Board, and Annual Membership meetings.
 - j. Annually, create a Marketing Plan for the coming year and report progress against the plan at each board meeting.

- k. Oversee expenses of all aspects for the production of the Lodging Map, if applicable
 - l. 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 **WIIN** 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

1. The Treasurer is a member of the Executive Committee of the Board of Directors and is thereby granted one vote on all Board issues.
2. 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 WIIN to the Board quarterly and when requested by the President.
 - f. Oversee the financial aspects of all special programs of WIIN.
 - 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.
3. 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 Director

1. The Regional Director is a member of the Board of Directors and is thereby granted one vote on Board Issues. Regional Directors are responsible for representing members in their respective regions.
2. The Regional Directors will:
 - a. Act as liaison between WIIN 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 Member Connection in member-recruitment initiatives.
 - d. Perform provisional or re-inspections of new members as needed and requested by the Vice President of Member Connection or Quality Assurance Representative.
 - e. Communicate with the Vice President for Member Connection 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 Guest Connection 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 Director

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

H. Director of Technology

The Director of Technology shall act as a project manager for the WIIN website and chair the Website Committee. This Director/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 Director of Technology will:
 - a. Maintain and improve the Members Only section of the waINNS.com website.
 - b. Establish and chair the Website Committee.
 - c. Aid members in utilizing the WIIN website.
 - d. Coordinate Internet-based initiatives.
 - e. Oversee improvements to the WIIN website on a constant basis.
 - f. Evaluate and recommend to the Board technology-based purchases and a continuous program of seeking cost effectiveness through technological improvements.
 - g. Serve as Webmaster for the WIIN website.
 - h. Maintain / administer required updates to Gmail and add new board members as required with set up of Association emails.
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 **WIIN** members

I. Vice President of Advocacy

1. The VP of Advocacy shall help **WIIN** 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 VP of Advocacy will:
 - a. Become knowledgeable about the regulatory environment for all WIIN 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 WIIN.
 - 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 WIIN members

J. Vice President of Education

1. The Vice President of Education assesses member needs and provides for member education through a variety of platforms; chairs the Annual Conference and Trade Show Committee; and chairs the Education Committee, working with the Vice President of Member Connection (Membership) on educational content for recruitment and retention activities.
2. The VP of Education will:
 - a. Chair the Annual Conference and Trade Show Committee
 - b. Assess member educational needs
 - c. Create or arrange for educational opportunities in a variety of formats
 - d. Work with the VP of Member Connection on recruitment and retention events
 - e. Maintain good communications with Board
 - f. Attend Committee, Board, and Annual Membership meetings.
 - g. Annually, create an Education Plan for the coming year and report progress against the plan at each board meeting.
3. Requirements:
 - a. Good organizational skills
 - b. Good computer skills
 - c. Knowledge of learning styles
 - d. Ability to communicate and work with WIIN members

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 WIIN 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 WIIN.

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 WIIN's 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 waINNS.com 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 **WIIN**'s bank accounts and financial processes on an annual basis, preferably during the 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 WIIN 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. Guest Connections (Marketing) Committee

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

Chairperson: Vice President of Guest Connection (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. Coordinate social media including blogs and travel newsletters.
4. Design, production, and distribution of the Timeless Rack Card, if applicable
5. Co-development of the WIIN’s web presence (with the Director of Technology).

E. Member Connection (Membership) Committee

Purpose: To oversee membership recruitment and retention.

Chairperson: Vice President of Member Connection (Membership)

Members: Regional Directors and other members to be selected by the Vice President of Member Connection 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 WIIN.

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. WIIN's gift certificate program
6. Other programs that the committee deems beneficial

G. Website Committee

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

Chairperson: Technology Representative (when WIIN employs one), or President (when not)

Members: Vice President for Guest Connection and two to five other interested WIIN 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, WIIN is the recognized standard and voice, industry leader, and information resource for Washington Independent Inns Network and their guests.

Chairperson: VP of Advocacy

Members: WIIN member volunteers

Meetings: As needed

The committee shall:

1. Work with Board members to: identify member-specific issues needing WIIN assistance to resolve at the local and state government levels.
2. Identify macro issues of statutory and/or political impact on **WIIN** 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 WIIN can best establish itself in accordance with the purpose statement to become the recognized standard and voice, industry leader and information resource for Washington Independent Inns Network and their guests. Thereafter, the committee shall report annually on its progress toward that objective, or whatever revised objective the board establishes.

I. Education Committee

Purpose: To provide a variety of educational opportunities to WINN members.

Chairperson: VP of Education

Members: WIIN member volunteers

Meetings: As needed

The committee shall:

1. Work with the VP of Education to assess the needs of the WIIN members.
2. Assist in identifying relevant content and delivery methods.
3. Assist with regional educational opportunities co-arranged by VPs of Education and Member Connection
4. Assist in evaluation of learning opportunities and events.

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 WIIN receives a written complaint shared by a guest about a member inn, or has a complaint against WIIN, they should forward the complaint in writing to the President for action. *It is against WIIN policy for a member of WIIN 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 WIIN member has a complaint with WIIN, 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 WIIN member, the President will:

1. Place a phone call to the member to discuss the issue.
2. Send a letter from WIIN 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 WIIN, the President may take the matter to the Board of Directors. The President will:
 - Send, the WIIN 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 WIIN 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 WIIN issues, members, or events shall be chaired by a WIIN 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 WIIN 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 WIIN member may ask to be added to the agenda of a scheduled Board Meeting.
7. WIIN 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 WIIN's membership drive. Non-member inns cannot vote on voting issues.
6. Be for the purpose of discussing general WIIN 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 WIIN 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 WIIN website members-only section.
5. Maintain a file of all Board and Executive Committee minutes.
6. Provide copies of past WIIN minutes to any WIIN member upon request.
7. Provide copies of past WIIN minutes, or any other WIIN 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 of Member Connection is responsible for coordinating with other WIIN board members as needed.

Procedure:

- Membership application and \$149 inspection fee is received online (preferred) or by mail to the WIIN 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, VP of Member Connection and the Treasurer 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 WIIN mail).
- VP of Member Connection** reviews application to be sure inn meets basic WIIN membership criteria (innkeeper on site or in close proximity, at least one guest bathroom per three bedrooms, liability insurance, and current licensing).
- VP of Member Connection** 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 of Member Connection** sets up initial user and property listing on the administrator side of waINNS.com (but does not activate the listing). All significant correspondence will be documented electronically in the property's notes on the administrator side of waINNS.com.
- Treasurer** confirms that-inspection fee has been received either online or by check.
- Treasurer contacts both VP of Member Connection and QA Representative when application fee has been received so an inspection can be scheduled.
- QA** representative visit is scheduled and performs inspection of potential member and distributes and any current WIIN promotional materials. New members are encouraged to offer a complimentary overnight stay if needed to the QA representative if needed. Results of inspection and any issues regarding inspection are documented in the property's notes on the administrator side of waINNS.com.
- VP of Member Connection and/or Regional Director** will use the WIIN Short Review checklist to do an inspection of the property. They will also provide a list of member benefits and answer questions about membership. A copy is made of the inspection results (signed by inspector), which are filed on the administrator side of waINNS.com.
- If the member does not pass inspection/meet standards:** For very minor deficiencies, a list of recommendations is given to member to follow and report to VP of Member Connection. For more major deficiencies, a vote of approval is not held until

documentation is received by VP of Member Connection that deficiencies have been corrected. If deficiencies are extreme, then VP of Member Connection may recommend a follow-up inspection (subject to new inspection fee) prior to a vote of approval.

- **VP of Member Connection** lets the board know an email vote is needed, as an email "reply all" to be counted by VP of Member Connection. A simple majority "FOR" is considered a pass.
- **VP of Member Connection** gives new member a welcome phone call and sends welcome letter by email, and contacts Treasurer to collect initial membership dues. When initial dues are paid the VP of Member Connection will request BookDirect information and submit to set up new member availability/pricing on the website (Welcome letter includes Board contact information, list of resources available on the innkeepers' side of .waINNS.com, setting up the inn's listing and WIIN's various programs including the gift certificates.)
- **VP of Member Connection** mails and emails welcome letter, which includes member benefits and responsibilities. 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.
- **VP of Member Connection** coordinates with VP of Marketing to add member information to the BookDirect roll up on the waINNSiders website.
- **VP of Member Connection** contacts *InnStep* newsletter editor to add new inn to email contact list and to also initiate invitation to join private Innkeeper Forum.
- **VP of Member Connection** contacts Lodging Map chair, if applicable, to add new inn to the list for upcoming year.
- **VP of Member Connection** contacts the new member's Regional Director to notify them of the new member (if not already aware).
- **Regional Director** follows up with new member by phone or email within one month to welcome them to WIIN and answer questions.

Multiple Ownership Procedure

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

Responsibility: Board of Directors

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

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 WIIN and to realize member benefits.

WIIN members who purchase additional accommodations will:

1. Not display or utilize the WIIN logo in relation to the non-member property.
2. Not insinuate or in any way mislead the guests to believe that the non-WIIN property is endorsed by the WIIN.
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 of Member Connection

Procedure:

Party asked WIIN member for Associate Membership information:

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

Party will:

1. Complete online application (preferred) or print and mail application to WIIN per instructions.
2. References are requested with the application if member is unknown to the WIIN and wishes to advertise a service or product to innkeepers.

VP of Member Connection 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 of Member Connection will notify the Board and send "Regrets" letter to potential member.

If party is approved, Vice President of Member Connection will:

1. Notify the Board
2. File application and create associate user account on waINNS.com.
3. Contact associate member by phone to review benefits of membership and how to access those benefits at waINNS.com.
4. Create initial Associate Member listing for member innkeepers to access in the members-only section of WIIN.
5. Send "Welcome Associate Member Packet" to new member, that includes:
 - "Welcome" letter reviewing benefits and log-in information
 - Mailing list of members
 - WIIN Associate Business Logo
6. Notify *InnStep* Editor with a "Welcome" announcement for new associate business 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 of Member Connection that dues are paid and note status on waINNS.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 Member Connection

Procedure: WIIN's dues year runs from October 1 through September 30. All memberships must renew and pay dues by September 30, in addition to meeting WIIN Membership Criteria (self-inspection) and passing a WIIN 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 waINNS.com.

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

VP of Member Connection works with Regional Directors 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.
- Regional Directors contact their members in August to remind them to renew with early bird discount. VP of Member Connection, 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: VP of Member Connection

Procedure:

1. All new owners of current WIIN 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 WIIN membership active and renewal timely.
3. **VP of Member Connection** review application to be sure inn meets basic WIIN membership criteria (innkeeper on site or in close proximity, at least one guest bathroom per three bedrooms, liability insurance, and current licensing).
4. **VP of Member Connection contacts new owners by phone** to update administrator side of waINNS.com with new owners' user login, and assist new owners with updating their WIIN listing. Welcome letter is sent (see new member procedure).
5. **VP of Member Connection** will verify inn licensing regularly every 2-3 years.

6. **VP of Member Connection and/or Regional Director** will contact inn to schedule a welcome visit and provide Timeless Rack Card (if applicable), review WIIN membership criteria checklist, benefits of membership, and answer questions about WIIN.

Aspiring Innkeeper Membership Procedure

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

Responsibility: VP of Member Connection (may be delegated to aspiring innkeeper coordinator)

Procedure: The WIIN 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 WIIN. Membership dues of \$199 are paid at time of application (Unlike associate and inn members, the dues are not prorated).
 2. VP of Member Connection 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 Member Connection orders professional innkeeping book (Currently *Running a Bed & Breakfast for Dummies* by Mary White, orderable through Amazon.com) to be mailed to aspiring innkeeper.
 4. VP of Member Connection sends receipt for book to Treasurer for reimbursement.
 5. VP of Member Connection 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 WIIN members who fail to renew.

Responsibility: Vice President of Member Connection

Procedures: WIIN'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 of Member Connection 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 Member Connection a list of members who have not paid dues.
2. Upon receipt of the Treasurer's list, the VP of Member Connection will immediately deactivate the non-renewing members' listings on waINNS.com.
3. Within 10 days of receiving the list above, VP of Member Connection 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 of Member Connection 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 of Member Connection . A sample letter can be seen on the next page.
5. VP Member connection-needs to Update Termination of membership procedure to include reference to removing property listing from both waINNS.com and waINNSiders.com and JRS BookDirect listing.
6. Exceptions are possible if the member has extenuating circumstances. The decision to waive these procedures rests with the WIIN Board.

Sample Letter of Termination



(Date)

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

WIIN has determined through its investigation that (Name of Inn) no longer meet the criteria for membership in the Washington Independent Inns Network and we have an obligation to enforce the standards, rules, regulations and bylaws of WIIN.

Due to (explain the reason for termination of membership) the Board of the Washington Independent Inns Network finds it necessary to terminate your membership effective immediately.

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

1. Your listing on www.waINNS.com will be deactivated.
2. Your inn will not be listed in future WIIN print media.
3. You will not be reimbursed for any future WIIN gift certificates.
4. You will not get WIIN member pricing at WIIN Annual Conference & other events
5. You will be removed from the WIIN Member Forum on Facebook.
6. You will no longer receive monthly *InnStep* newsletter.
7. If you joined Washington Hospitality Association through WIIN you will have to renew your membership at the regular rates to continue your benefits.
8. You are required to remove any mention of WIIN 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 WIIN thank you for your past membership and we wish you success in the future.

Sincerely,

(Current President's name) WIIN President

Washington Independent Inns Network
2442 NW Market Street, PMB # 155
Seattle, WA 98107
president@wainns.com
253-987-6619

Sample Letter of Non-Payment of Dues

(Date)

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

WIIN 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 WIIN 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, WIIN'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.waINNS.com will be deactivated.
2. Your inn will not be listed in future WIIN print media.
3. You will not be reimbursed for any future WIIN gift certificates.
4. You will not get WIIN member pricing at WIIN Annual Conference & other events
5. You will be removed from the WIIN Member Forum on Facebook.
6. You are required to remove any mention of WIIN 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 WIIN 's discounted program you will need to renew directly with them at their regular rate.

Regardless of the circumstance, all of us at WIIN 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,

_____, WIIN President

Washington Independent Inns Network
2442 NW Market Street, PMB # 155
Seattle, WA 98107
president@wainns.com
253-987-6619

Sample Letter of Membership Lapse

Dear (Innkeepers names),

Your membership with Washington Independent Inns Network has not yet been renewed and has now lapsed.

Yes, your WIIN 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

WIIN Membership Rate: \$_____

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

To renew or update your membership, log in at <http://wainns.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://wainns.com/user/password>

Having difficulty? Contact me at vpmembership@wainns.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? WIIN 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 WIIN 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: WIIN 2442 N.W. Market Street #155, Seattle, WA 98107

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

Sincerely,

, WIIN VP of Member Connection

vpmembership@wainns.com

Operations Manual

Revised 11/2/2021

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Newsletter Production Procedure

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

Responsibility: President (can be delegated by president to a board member or contractor).

Procedure: The WIIN newsletter is produced on a monthly basis by the President.

The President 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 WIIN 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.
-
1. WIIN'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 WIIN 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 Guest Connection.
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 WIIN members for marketing purposes, and a Timeless Rack Card for distribution.

Responsibility: Vice President of Guest Connection

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 Guest Connection to oversee the committee and present recommendations to the Board.

The Vice President of Guest Connection 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. WIIN 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. WIIN’s name, logo, and edition date.

The Rack Card should include:

1. WIIN approved tag line.
2. WIIN 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 Guest Connection, 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 WIIN members high-resolution PDF of Lodging Map for them to print as needed, and post it on WIIN 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 Member Connection 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 **Directors** 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 Directors 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@wainns.com to receive additional rack cards.

Contacts:

Design: Julie Zaballos – zabadabadu@comcast.net or Theresa Regnier – innkeeper@carsonridgecabins.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)

WIIN Conference Planning Procedure

A Step-by-Step To-Do List for Conference:

WIIN 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 WIIN members for outstanding efforts on behalf of the WIIN and encourage others to participate.

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

Procedure: WIIN shall make every effort to determine, recognize, and show appreciation for outstanding efforts accomplished on behalf of WIIN 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 WIIN 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 association governance.

Superlative Achievement Award

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

Special Achievement Award

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

Award Of Excellence

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

Special Acknowledgement

Given for specific service not necessarily described by other awards.

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

WIIN Awards History

2020 Awards

Award of Excellence: Pat Ford, Hideaway Lodge B&B; Sydney Rubin, Maitland Manor

Superlative Achievement Award: Bill Segil, Sea Cliff Gardens B&B

Operations Manual

Jill of All trades Award: Jill Britt (former WIIN Content Manager)

2019 Awards

Award of Excellence: Chris Warnock, Domaine Madeleine

Special Achievement Award: Joanne Lechner, Eagles Nest Inn

Superlative Achievement Award: David Broberg, Blue Goose Inn; Theresa Regnier, Carson Ridge Luxury Cabins; Stephen Fofanoff, Domaine Madeleine

Sam Haines Award: Julie McAferty, Greenlake Guest House

2018 Awards

Special Acknowledgement Legislative Award: Don Malatesta, Inn at Mallard Cove

Award of Excellence: Janet Abbot, George Washington Inn; Carrol Harris, Hideaway Lodge B&B

Sam Haines Award: Jill Britt, QA Advisor & former innkeeper

2017 Awards

Golden Skillet Award: Robert Spencer, Meritage Meadows Inn

Award of Excellence: David Broberg, Blue Goose Inn; Karen Spencer, Meritage Meadows Inn

Superlative Achievement Award: Julie McAferty, Greenlake Guest House

2016 Awards

Award of Excellence: Angela Elgee, Angelsong Retreat B&B; Dave Petro, Ravenscroft Inn; Theresa Regnier, Carson Ridge Luxury Cabins

Special Achievement Award: Ana Maria de Freitas, Harrison House Suites; Barbara Knudson, Inn at Blackberry Creek

Sam Haines Award: Linda Dike, The Guest House B&B

2015 Awards

Special Acknowledgment: Robert Spencer, Meritage Meadows Inn

Award of Excellence: Teresa Luttrell, Enliven B&B; Josh Goldfinger, Plum Lodge

Special Achievement Award: Deanne Fielding, Cameo Heights Mansion

2014 Awards

Special Acknowledgment: Jill Britt and Julie McAferty

Award of Excellence: Ana Lena Melka, Shafer Baillie Mansion; Susie Goldsmith, Boreas B&B; Gary Gabelein, Farmhouse B&B

Superlative Achievement: Penny Whisler, Three Tree Point B&B

Sam Haines Award: Don Malatesta, Inn at Mallard Cove

2013 Awards

Award of Excellence: Don Malatesta, Inn at Mallard Cove; Cathy Hall, Reflections B&B; Linda Dike, The Guest House B&B

Special Achievement Award: Alan Fielding, Cameo Heights Mansion

Superlative Achievement Award: Shelley Goulding, 9 Cranes Inn

Sam Haines Award: Robert Spencer, Meritage Meadows Inn

2012 Awards:

Award of Excellence: Georgeanne Nichols, Bosch Garten; Margie Arndt, Waverly Place

Special Achievement Award: Julie McAferty, Greenlake Guest House

Sam Haines Award: Joanne Lechner, Eagles Nest Inn

Financial Review Procedure

Purpose: To review WIIN's 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 Oct, 2019, WIIN has three bank accounts (2 Savings Accounts Earning 2% but with min balance requirement of \$25K or \$18/month fee and 1 checking account with NO min balance requirement), a credit card with 25K credit limit with Keybank and uses QuickBooks Pro Plus 2019 financial software. One savings account is used for Gift Certificates and the other for General Operating.

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 WIIN'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) WIIN 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 WIIN'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 WIIN 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 WIIN 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 WIIN maximize online banking and bill pay, digital record keeping, and online backups of all digital records.

1. Banking options: As of October 2019, WIIN's three bank accounts are with Keybank. 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 the Gift Certificate account that holds money paid for WIIN gift certificates until such time as WIIN members need reimbursement for used certificates. WIIN's open Gift Certificates as of Sept 15 2021 were \$45,551.50 with \$6,233 purchased in 2013 or earlier. The Board will review the annual aging and redemptions of GC and agree to any release of funds to the general operating fund. and/or funds older than 10 years are moved to the general operating fund.

Procedures:

1. Every October 1 we release Gift Certificates older than 10 years into the general operating fund and continue the same each year (meaning 2013 unredeemed GC's would be released during 2022, etc).
2. As a safety net, we never allow the GC account to fall below 80% of the total unredeemed Gift Certificates on record.
3. How the funds released are used should be determined by the Executive Committee and Board of Directors as part of the annual operating plans and budgets cast and based on initiatives planned.
4. At the beginning of the Treasurer's term, visit a Keybank branch to register as an account owner.
5. Once per week, log on to Keybank's online banking site to check balances on all accounts.
6. Once per month, download online bank statement and save a digital copy in the Treasurer's files.
7. 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.
8. Once per month, if any gift certificate redemptions have been paid, transfer money from the Gift Certificate savings account to checking.

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

PayPal: WIIN has a PayPal business account that allows us to accept payments from any web page we choose. We currently use this on waINNS.com for membership renewals and membership applications. There is potential to use PayPal for other functions as WIIN 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 October 2019, WIIN uses QuickBooks Pro Plus 2019 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 WIIN’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 WIIN 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, Keybank 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. WIIN Gift Certificates:

General Information:

1. It is a requirement of membership to participate in this program.
2. Gift Certificates purchased from www.waINNS.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. Information on customer purchase and innkeeper redemption of current Gift Certificates is available on waINNS.com.
5. There are two other types of WIIN-sponsored gift certificates in circulation:
 - a. “Old” Gift Certificates are redeemable at 100 percent; instructions are at <http://Wainns.com/membersonly/giftcertificates>.
 - b. Certifichcks: The Board has agreed to refund Certifichcks at full face value.

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 WIIN 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.wainns.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.wainns.com, "Manage User" tab and verify the address for that "customer" in QuickBooks
5. Send payment from the WIIN checking account.
6. Transfer funds equal to #6 above from the WIIN Gift Certificate Savings Account to the checking account.

Website Procedures

Hierarchical Organization

The website for WIIN 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 waINNS.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 (if applicable), 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 WIIN 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 as follows;

Director of Technology	President	Treasurer
VP of Guest Connection	VP for Member Connection	Secretary
Quality Representative		

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 WIIN. 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 WIIN has on file. *Note: WIIN Web Administrators do not have the ability to see current passwords but can reset them.*

Member Access to waINNS.com

When a member navigates to waINNS.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 WIIN Board
- WIIN 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 WIIN 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 waINNS.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 waINNS.com

A page on waINNS.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 waINNS.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 WIIN 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 WIIN member is notified that a copy of the proposed Bylaws changes will be at the WIIN website prior to the Annual Membership meeting.
7. Notify WIIN 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 WIIN 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 WIIN's assets, should the need arise.

Responsibility: Board of Directors

Procedure: Should WIIN 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:

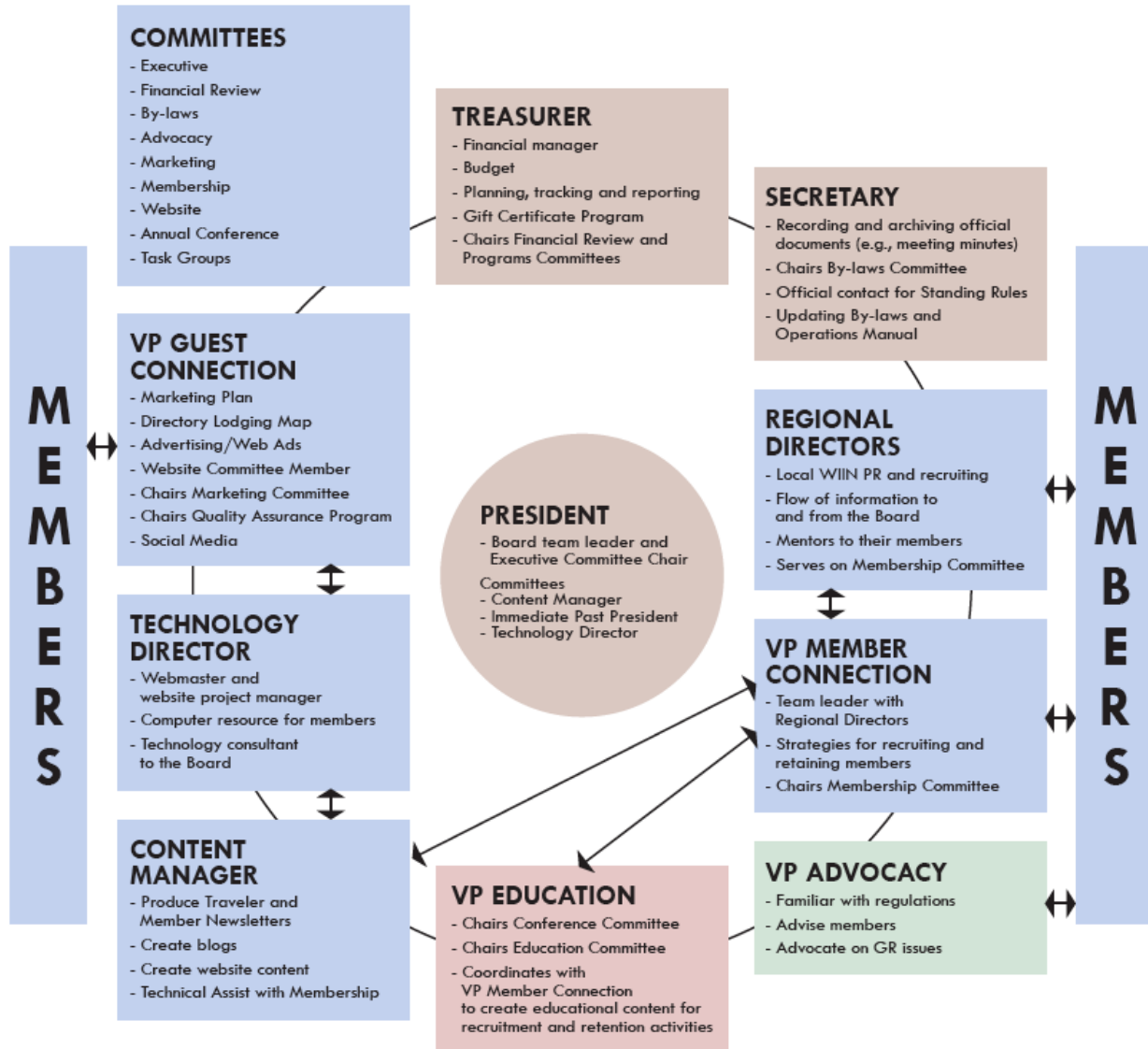
1. Cancel WIIN's federal non-profit status.
2. Make the Bylaws null and void.
3. Pay all debts.
4. Dissolve all WIIN assets.

The Board of Directors will then:

Donate remaining assets to a similar non-profit lodging 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: WIIN Functional Organization Chart

ADDENDUM A: WIIN Functional Organization Chart

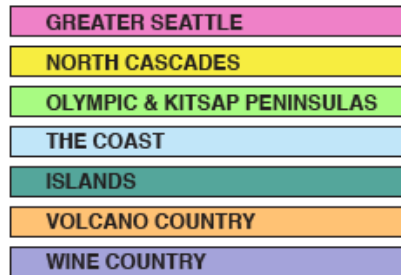


ADDENDUM B: WIIN Regions

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

WIIN 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
Eastern Washington – Ferry, Stevens, Pend Oreille, Lincoln, Spokane, Adams, Whitman, Columbia, Garfield, and Asotin Counties.



ADDENDUM C: WIIN History

The first meeting of the organization 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 organization 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.

In November 2018, the membership voted to change its name to Washington Independent Inns Network (WIIN) and opened membership to independent boutique hotels and inns in addition to traditional bed and breakfasts. The organization updated its mission statement and re-organized its board structure around the three pillars of connection, advocacy, and education: Member Success through Education, Advocacy, and Connection. In addition, in 2019 WIIN launched a new traveler-focused brand, Washington INNSiders, with the brand promise: Washington INNSiders: Official Travel Expert.

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 - 1991	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 - 1996	Rod Dakan	Scandinavian Gardens	Long Beach
1997 - 2000	Dick Robinson	Hillside House	Friday Harbor
2001	Jeff Pratt	Illahee Manor	Bremerton
2001 - 2003	Dick Robinson	Hillside House	Friday Harbor
2004 -2007	Carl Silvernail	Otters Pond	Orcas Island
2008 - 2011	Nathan Allan	Swantown Inn B&B	Olympia
2012	Bob Spencer & Penny Whisler	Meritage Meadows Inn	Redmond
		Three Tree Point B&B	Burien
2013 - 2015	Bob Spencer	Meritage Meadows Inn	Redmond
2016 – 2020	Julie McAferty	Greenlake Guest House	Seattle
2020 - 2021	Bill Segil	Sea Cliff Gardens	Port Angeles
2022 -	Carrol Harris	Hideaway Lodge B&B	Woodinville

WIIN's Mission is to be the recognized standard and voice, industry leader, and information resource for Washington B&Bs and guests. WIIN'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 WIIN 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: WIIN Standards for Membership

A. General

1. The member owns and/or operates the facility primarily as a lodging property. Lodging property is independently operated (no chains) and owner or staff must live onsite or in close proximity to provide service and safety. (no vacation rentals)
2. The lodging property is located within the State of Washington.
3. Any meals served must be authorized in the property's permits as required by local and state jurisdictions. Any meals included or not included in the rate should be specified on both WIIN's website and the property's own website.
4. Except in stand-alone units, there is a well-maintained common area with adequate, comfortable seating for guest use.
5. Membership flows with the ownership of the inn. When an inn is sold, a transfer application from the new owners is necessary.
6. The property is operated with high standards of personalized service, housekeeping, food preparation, and building maintenance.
7. 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.
8. The property has proper insurance and has an approved TA permit if applicable. The WIIN Board requires that its members have any additional licenses, permits, or certificates that may be required by the city, county, state, or federal agencies.
9. The property is registered with the Washington State Department of Revenue and pays all required taxes.
10. The property complies with all applicable Washington State Liquor and Cannabis Board requirements as well as applicable Federal liquor licenses.
11. The property 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.
12. The property provides adequate and accurate written and/or verbal notification, as appropriate, of all policies, operation specifics, and general knowledge of the property 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 property's website, accurately reflects the facility.
13. WIIN members will promote Washington Independent Inns Network properties.

14. Members will endeavor to participate fully in all WIIN activities for the betterment of the individual property and WIIN as a whole.
15. A Quality Assurance Inspection is required for new members and within a year of a transfer of membership. Inns must have and maintain an online review rating of 4 or higher with TripAdvisor.
16. Annually during the renewal of dues process, renewing members will certify that their TripAdvisor review rating is 4 or higher and that all required licenses are current at time of dues renewal. Every 2-3 years the VP of Member Connection will do a license review.
17. Members agree to allow additional inspections as determined by the WIIN 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 WIIN Board immediately upon the sale of a property.
18. 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 property 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, property 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 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. (Required for any rooms with attached garage or adjacent to a room with a fuel fired appliance.

8. The property 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 properties 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 property has an Emergency Preparedness plan in place (TA WAC 246-360-030. A sample plan is available on the waINNS.com 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. Seventy-five-watt bulbs (or the equivalent) are recommended for bedside reading lights.
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. Guestroom 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 to 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 may be offered optionally (but is not a requirement for membership) as an add on or part of the room rate for each guest's stay. If food is an option 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.

H. Information needed for BookDirect System (Jack Rabbit) updated 8-30-21

Name of Property

Address

City

Contact name

Phone number

Contact email address

URL

Link to booking engine (cut and paste it) from top of booking page

100-words or less description including a tagline if you have one. Be sure it is the best description of your property. Remember, this verbiage must be unique to the waINNSiders website and not copied directly from any other listing or your website.

Room Access Options. Check all that apply to your property

Wheelchair Accessible

Public Entry Rooms

Multiple Rooms with Private Entry

Private Entry room available

First Floor Guest Room

Lodging categories. Check all that apply to your property.

Cabins and Cottages

Boutique Hotel

Bed & Breakfast

Inn

Inn with Restaurant (serves meals beyond breakfast)

Inn with Winery

Inn with Spa

Historical

Amenities category. Please choose all that apply to your property.

Parking (yes/no)

Pets allowed (yes/no)

Air conditioning (yes/no)

Fireplace in room (yes/no)

Television in room (yes/no)

Free wi-fi (yes/no)

Wedding facilities (yes/no)

Complimentary breakfast (yes/no)

Accommodate Special Diets (yes/no)

Private entrance (yes/no)

I. WIIN Review for New Applications Short Form

Inspection Representative: _____

Date of Inspection: _____

WIIN Review for New Applicants 2019

Inn Name	
Owners/Innkeepers	
Date	
Type	
Region*	

Licenses	date issued
State Master Business License*	
County Business License	
City Business License	
Transient Accommodations (3 or more rooms) *	
Food Handler (if they handle unpackaged food) *	
County Health/Food (if they serve food) *.	
County Water Rec Permit (if county participates)	
Well Water Test (unnecessary if they have a county health permit)	
Liquor Permit or Cannabis Permit (BnB permit or Beer and Wine License) * if applicable	
Insurance Company	
Insured as a business*	
Liability, at least \$1,000,000 *	

Exterior

Well lighted and well kept	
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Easy to find (signage or clear house numbers)	
Adequate Parking (street parking acceptable)	
Proper door locks*	

Interior

Adequate seating	
Adequate lighting	
Well maintained and clean*	

General

Owner/Manager lives and operates in WA* (no vacation rentals)	
Owner/Manager lives on site or close (insure good communication if not on site) *	
Full or continental breakfast is optional. Specify food offerings on inn website and WIIN site*	
Breakfast included in price or additional charge	
Other meals offered (must be approved on County Health Permit) *	
Comfortable Common Area or In Suite Seating*	
Local Information Available	
Innkeepers/Staff hospitable and professional*	
Restrictive policies clearly stated on website and in confirmation: children, pets, smoking, etc.*	
Cancellation policy clearly stated on website and confirmation*	
Confirmations sent*	
Shared baths clearly noted in confirmation and on website*	
Website and Inn Match*	

Kitchen and Meals

Counters clean*	
Appliances in good working order*	
Proper approved dishwashing procedures*	
Water temperature 100-120 degrees*	
Thermometers in all refrigerators and freezers*	
Freezer 0*	
Refrigerator 40*	
Covered Garbage Cans*	

Health and Safety

Emergency Plan in Place: 911, location, innkeeper contact, exit plan, meeting place*	
Adequate night lighting in halls and stairways*	
Auto Power lights available in each room	
Working Smoke Detectors*	
Fire Extinguishers each floor where guests stay*	
Extinguishers less that 1 year old/or inspected and tagged*	
Carbon monoxide detectors*	
Fireplaces maintenance regularly	
First aid or CPR	
Hepatitis A and B Boosters	
Emergency Preparedness Plan in place*	
Space heaters or extensions cords not permitted unless approved by fire department*	

Laundry

Area is clean*	
Metal covered trash can for lint if can is adjacent to dryer*	
Innkeeper does personal laundry separate from inn laundry*	
Proper washing and sanitizing*	
Clean and dirty linen well separated*	

Guest Rooms

Number of rooms:	
Number of baths:	
Rooms only for guest use*	
Adequate size	
Good ventilation and heating*	
Good Lighting required* (bedside lights 75 watt or higher recommended)	
One or two chairs*	
Luggage rack or space for luggage*	
Place to hang clothes*	
Privacy shades or curtains*	
Adequate lock on guest room door*	

2 pillows*		pillow covers*	
mattress pad*		2 sheets*	
1 blanket*		extra blankets	
extra pillows		comfortable bed*	
Bed bug covers			

Linens changed once per week and after each guest*	
Shared baths? Number	

Bathrooms

Number of shared baths (1 shared bath per 3 guest rooms) 1 *	
Bathroom strictly for guest use*	
GFI Outlet*	
Toilet, sink and shower or tub*	
Non-slip surface in tub or shower or non-slip mat provided*	
One set of towels for each guest (hand towel, washcloth and bath towel) *	
Rugs must be washable	
Adequate shelf space*	
Good lighting*	
Good Ventilation	
Leakproof waste baskets*	
Jetted tubs cleaned properly	
Shared baths cleaned daily*	
Shared bath has secure lock*	
Shared bath has pump soap, individual towel sets*	
Shared bath: guest rooms have mirror, glasses, place to hang towels*	
All baths have: glasses, tissue, TP, towels, wrapped soap/liquid soap, mirror*	

Bold and * are required by the WIIN Standards

Notes: