



152 W. Cedar Street, Sequim, WA 98382
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Lodging Tax Advisory Committee Meeting – Friday, June 9, 2017 – 10:00 a.m.
Sequim Civic Center, 152 W. Cedar Street
Burkett Community Conference Room

Agenda:

Approve minutes from March 10, 2017 meeting

Lodging Tax YTD

TEG Grant Applications

- Sequim Picklers

Marketing Tools Update

- Social Media Campaign
- Sequim Brochure - reprint
- Instagram Fam
- Lavender Weekend Update

New Ads

- NW Travel & Life – Print & Digital
- 1889 - Print
- Visit Seattle – Digital
- Scenic Washington
- Co-ops
 - WA State Visitor Guide
 - Coho Magazine

Articles

- USA TODAY 10Best – Named Best Northwestern Small Town
- LA Times – A frill, frothy weekend escape
- Munster Express
- Only In Your State – Purple Haze

2017 Meeting Schedule (all meetings are at 10:00 a.m.)

- Friday, September 8
- Friday, December 8

Information Sharing