

Lodging Tax Advisory Meeting
June 10, 2016
Meeting Minutes

In Attendance: Candace Pratt, Shelli Robb-Kahler, Marsha Massey, Barbara Hanna and Marcella Stachurski (by phone).

March 18, 2016 Meeting Minutes –Shelli moved and Marcella second that the minutes from the March 18, 2016 meeting be approved. The motion passed unanimously.

YTD Lodging Tax – YTD Lodging Tax was reviewed. The City of Sequim Lodging Tax numbers are up approximately 5% over last year and up 29% over the budget.

Tourism Enhancement Grants:

- **Sequim Lavender Farmers Association:** The Sequim Lavender Farmers Association requested \$1000 for additional printing and extended distribution on the ferries of their lavender farm driving map. The map includes farm that are members and non-members of their association. After discussion, Marcella moved and Candace second that \$1,000 be approved. It should be noted that the committee recommended that the brochure be further developed to inform potential visitors of what they can expect and do in Sequim outside of the lavender season. The motion was approved unanimously.
- **Boys and Girls Club:** The Boys and Girls Club requested \$2,350 in support of the in-city shuttle for Sequim Lavender Weekend. Marsha moved and Shelli second that \$2,350 be approved. The motion passed unanimously.
- **Sequim Little League:** The Sequim Little League requested a \$700 grant to make additional improvements to the ball fields at Dr. Standard Park to support the League hosting a District 2 Softball All-Star Tournament later in June. Dr. Standard Park is owned by the City of Sequim and is operated by Sequim Little League with a jointly held park use agreement. Shelli moved and Marsha second that the \$700 grant be approved. The motion passed unanimously.

Marketing Tools:

- **Lavender Weekend Event Map** - is at the printers and should arrive early next week. It is available for download on the City's tourism website.
- **Sequim Visitor Guide** – is complete. Shelli noted that the VIC ran out this year, so quantities may need to be reviewed.
- **Pad Map** –Barbara noted she is beginning to work on the map and it should go out to print this month.
- **Boys in the Boat** - This map is on hold at this time. The cemetery would prefer

not to advertise the Joe Rantz grave site, so the potential locations on the map need to be revisited.

Ads- New ads include:

- **Seattle Met** – the Destination Washington co-op pages have been half page the past two issues, so this will be reviewed for next year. Barbara suggested exploring an Olympic Peninsula co-op page for Seattle Met and Portland Monthly for next year.
- **NW Travel & Life** – E-Blast – as part of the March/April print ad package we received two e-blasts. The first went out in May and featured the Irrigation Festival. The second will go out in June and feature Lavender Weekend.

Barbara mentioned that Steve Shively from Jefferson County is working with Portland Metro on bus ads for the fall and she has committed to a co-op participation.

Articles – Barbara circulated recent articles that featured Sequim. The articles ran in:

- NW Travel & Life –19 Must Attend Festivals (Lavender Weekend)
- 14 Small Towns in WA Where Everybody Knows Your Name – Only in my State
- Cover of Fair Weather Furniture Catalogue features Sequim purple furniture

Website –The City has formed an internal committee to begin discussing a website redesign, including responsive design and a potential mobile app for the 2017 budget.

Wedding Shows

Barbara sent out an email to the 40 businesses she has on her Wedding Business list asking for input regarding the value of attending wedding shows. She received 6 responses with varying perspectives. Because of the changes in the past year concerning available indoor wedding venues, and the lack of response from the wedding business community, Candace moved and Marsha second a motion that the City not sponsor a wedding show booth in 2017, but allow for this marketing option be revisited when new venues are available, including the Guy Cole Convention Center.

2016 Meeting Schedule–Because of committee member scheduling conflict, the time of day of future meetings is being reviewed. It is anticipated that the days of the meeting should remain the same. The current 2016 schedule is:

Friday, September 9

Friday, December 9

Meeting adjourned.