



Lodging Tax Advisory Meeting
June 9, 2017
Meeting Minutes

In Attendance: Candace Pratt, Marcella Stachursky, Shelli Robb-Kahler and Barbara Hanna.
Guest: Katinka Nanna

March 10, 2017 Meeting Minutes –It was moved and second that the minutes from the March 10, 2017 meeting be approved. The motion passed unanimously.

YTD Lodging Tax – YTD Lodging Tax was reviewed. The City of Sequim Lodging Tax numbers are up 19.5% over last year and up 38.1% over the budget.

Tourism Enhancement Grants:

The Committee reviewed and approved grant application in the following amounts:

- **Sequim Picklers:** It was moved and second that the grant be approved in the amount of \$10,000 to be included in the 2018 budget to support building eight championship quality courts at Carrie Blake Park. The motion passed unanimously.

Marketing Tools:

- **Social Media**–Barbara has been working with the Method Agency to set everything up for the launch of the campaign. They have been testing ads and Facebook followers have already increased. A photographer will be hired in the next week or two and will provide photos for the campaign and general marketing uses. The campaign will run through the fall.
- **Sequim Brochure**–The brochure was reprinted with minor revisions.
- **Instagram Campaign** –Two photographers and a guide were in Sequim and Port Angeles in late May. Their photos are not posted yet, but they did post stories on Instagram including the John Wayne Waterfront Resort where they stayed and the restaurants that they ate their meals. Sequim has an overnight package giveaway for the contest that is beginning.
- **Lavender Weekend Update-** The www.visitsunnysequim website is updated and the official event map is at the printers. Barbara, Shelli, and Jodi are working on a volunteer training session on July 13 at 5:30 that will be open to the public. Barbara and Public Works Director David Garlington have been working with the Clallam County, the State Patrol and WSDOT on highway signage and patrol to minimize traffic impacts over the weekend.

Ads- New ads include:

- Northwest Travel & Life –May/June issues
- Northwest Travel & Life – E-blast
- Northwest Travel & Life –Digital network will run ads ran the month of May
- 1889 Magazine
- Visit Seattle – Digital Ads
- Scenic Washington
- Co-ops
- WA State Visitor Guide
- Coho Magazine
- WA State E-blast

Articles

- USA Today’s 10Best – Named Best Northwestern Small Town
- KOMO Seattle Refined – Story on Best Northwestern Small Town
- LA Times – A frilly, frothy weekend escape to the Lavender Festival in Sequim, WA
- Munster Express – Munster, Ireland – An “Evergreen Expedition” covered Western Washington including Sequim, with the Holiday Inn Express a featured accommodation
- Only in Your State – Purple Haze Lavender

Other

The 2017 Dungeness Cup has been cancelled due to reorganization of the Storm Kings Soccer Club. The tournament is expected to resume in 2018. Barbara proposed that she use those grant funds along with money designated for Seattle/Portland promotion for an enhanced fall campaign.

2017 Meeting Schedule – The committee will continue to meet quarterly. All meetings will take place in the Community Room at the Civic Center at 10:00 a.m. The 2017 schedule is:

Friday, September 8 – Budget Review

Friday, December 8

Meeting adjourned.