

Lodging Tax Advisory Meeting  
September 8, 2017  
Meeting Minutes

In Attendance: Marcella Stachurski, Shelli Robb-Kahler, Marsha Massey and Barbara Hanna.  
Guest: Namaste Cousins

**June 9, 2017 Meeting Minutes** –It was moved and second that the minutes from the June 9, 2017 meeting be approved with the correction of the spelling of Marcella’s last name. The motion passed unanimously.

**YTD Lodging Tax** – YTD Lodging Tax was reviewed. The City of Sequim Lodging Tax numbers are up 13.5% over last year and up 35.6% over the budget.

**2018 Budget** – The proposed 2018 budget was reviewed. It was moved and second that the budget be recommended to the Sequim City Council for approval. The motion passed unanimously.

**Marketing Tools:**

- **Social Media**–The social media campaign with Method Agency was very successful. The campaign resulted in a 400% increase in followers on Facebook and a 100% increase in followers on Twitter. The big hit was the posting of the “How Do You Say Sequim” video that had over 60,000 organic impressions and was shared over 1000 times. The agency provided valuable input for future social media campaigns and post to continue to increase followers.
- **Sequim Downtown Brochure**–The map is currently being updated and the brochure will be reprinted.
- **Lavender Weekend Update**- The overall anecdotal reports are that the event was very successful for most of the participants. Traffic into town was an issue despite efforts to alleviate the traffic impacts. Barbara and Shelli have had a preliminary meeting with County Commissioner Ozias and Sheriff Benedict. Sheriff Benedict has reached out to the Navy to request that there be no submarine closures of the Hood Canal Bridge during the 2018 weekend. There is a larger meeting to brainstorm solutions being organized for October that will include the lavender farms.

**Ads**- New ads include:

- Northwest Travel & Life –October
- Seattle Met- October

- Portland Monthly – October
- Transit Ads in Seattle and Portland
- Digital Ads on Visit Seattle
- Digital Ads on Real Food Traveler

### **Articles**

- Seattle Met – Secrets of the Olympic Peninsula
- Real Food Traveler – Cooking with Lavender: The Essence of Sequim, WA
- South Sound – Let’s Hit the Road
- CCTV6 in China – Story on the Olympic Game Farm and Disney

**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, December 8

The 2018 Meeting Schedule is tentatively set for the following dates, and will be confirmed at the December 8 meeting.

Friday, March 9

Friday, June 8

Friday, September 14

Friday, December 14

Meeting adjourned.