



Lodging Tax Advisory Meeting  
December 8, 2017  
Meeting Minutes

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

**September 8, 2017 Meeting Minutes** – It was moved and second that the minutes from the September 8, 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 11.5% over last year and up 33.6% over the budget.

**TEG Grant Application**

- **Northwest Colonial Festival** – The Committee reviewed a Tourism Enhancement Grant application for the 2018 event. It was moved and second that the grant be approved for \$2000. The motion passed unanimously.

**Joint Countywide LTAC Meeting** – Clallam County Commissioner Mark Ozias reached out to Committee Chair Candace Pratt regarding a potential joint county-wide LTAC meeting. The meeting is tentatively scheduled for January 11 at 2:30 p.m. Barb will follow-up to see if there is any further development.

**2018 Budget** – The 2018 budget was approved by the Sequim City Council with the Lodging Tax portion as submitted.

**Marketing Tools:**

- **Sequim Downtown Brochure** – The brochure has been updated and reprinted.
- **Lavender Weekend Update** – Clallam County Commissioner Mark Ozias held a meeting in October with the Lavender Weekend organizers to discuss potential solutions to the weekend traffic issues. Mark has agreed to take the lead in working with the State Patrol, WSDOT and Sheriff's office on better traffic control. The group also discussed other ways that they can work together to promote the entire lavender season. A follow-up meeting will likely be scheduled.

**Ads-** New ads include:

- Transit Ads in Seattle and Portland – photo of bus in Portland
- Military Guides Co-op

**Articles:**

- 5 Reasons You Must Visit Sequim, WA – Wander with Wonder
- John Wayne Waterfront Resort – Wander with Wonder
- Marsha shared Olympic National Park Article in the New York Times Travel Magazine

**New Event** - Ideas for a new “Value Season” event were discussed. Barbara will continue to research the concept.

**2018 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 2018 schedule is:

Friday, March 9

Friday, June 8

Friday, September 14

Friday, December 14

Meeting adjourned.