



152 W. Cedar Street, Sequim, WA 98382
PH (360) 683-4139 FAX (360) 681-3448

Lodging Tax Advisory Committee Meeting – Friday, June 8, 2018 – 10:00 a.m.
Sequim Civic Center, 152 W. Cedar Street
Burkett Community Conference Room

Agenda:

Approve minutes from the March 9, 201 meeting

Lodging Tax YTD

Letter from Sequim Picklers

TEG Grant Applications

- Sequim Lavender Driving Guide
- Sequim Lavender Experience: Marketing Story
- Sequim Lavender Experience: Video
- Dungeness Cup

Marketing Tools Update

- Lavender Weekend Update – map, website, training
- Visitor Information Guide
- Pad Maps
- Visit Sunny Sequim brochure
- Social Media Campaign
- Mega Fam Tour

New Ads

- WA State Visitor Guide – Co-op
- Everett Splash Summer Guide
- Edible Seattle/Edible Portland
- Northwest Travel & Life – June
- Outdoors NW – Annual Event Guide

Articles

- Out Here Magazine

New Event

- Next meeting June 22 at 1:00 p.m.

2018 Meeting Schedule

- September 7, 2018 (note date change)
- December 14, 2018

Information Sharing