

Lodging Tax Advisory Meeting  
August 30, 2018  
Meeting Minutes

In Attendance: Candace Pratt, Shelli Robb-Kahler, Marcella Stachurski, Namaste Cousins (arrived late and was unable to vote), and Barbara Hanna.

**June 8, 2018 Meeting Minutes** –Minutes from the June 8, 2018 meeting were reviewed. It was moved and second that the minutes be approved as submitted. The motion passed unanimously.

**YTD Lodging Tax** – YTD Lodging Tax was reviewed. The City of Sequim Lodging Tax numbers are up 10% over 2017. The Lodging Tax is 39.6% above the 2018 budget.

**2019 Proposed Budget:**

The 2019 proposed budget was reviewed. It was moved and second that the budget be recommended for approval by the Sequim City Council. The motion passed unanimously.

**Marketing Tools:**

- **Lavender Weekend** – The final map was shown. At Shelli’s recommendation, we will review the number of flat maps ordered next year. There seemed to be quite a few left this year.
- **Pad Maps**- Are printed and at the Visitor Information Center.
- **Website Update** –City staff just completed training. The new websites are scheduled to go live on September 17. It may take a day or so before all of the information is migrated over, and the new site is available. The url [www.visitsunnysequim.com](http://www.visitsunnysequim.com) remains the same.
- **Social Media Campaign** - Barb is continuing to work with the Method Agency on the social media campaign. The Facebook page now has over 6400 followers and Twitter has over 1250. This is an impressive increase for both platforms. The campaign will continue through the middle of October.

**Ads**- New ads include:

- Outdoors NW – September/October Issue
- Northwest Travel & Life -September/October Issue
- Transit ad in Seattle for 8 weeks, still researching transit in the Portland area

**Articles:**

- **Journey Magazine** – July Issue, full page lavender coverage on calendar intro
- **Journey Magazine** – September/October issue – story on the Elwha River restoration with coverage on outdoor adventures in Sequim and local restaurants.
- **Seattle.eater.com** – Where to Eat on the Olympic Peninsula, featuring several Sequim restaurants
- **Grandparents.com** – 6 Best Places to Retire in 10 Years

**New Event** –A committee of community members and City staff have been meeting to discuss a new winter event in Sequim. The Sequim Sunshine Festival will take place February 28 & 29, 2020. The next committee meeting is Friday, September 21 at 3:00 p.m. in the Community Room at the Sequim Civic center.

**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, December 14

Meeting adjourned.