



Lodging Tax Advisory Meeting  
June 8, 2018  
Meeting Minutes

In Attendance: Candace Pratt, Shelli Robb-Kahler, Marsha Massey, Namaste Cousins, and Barbara Hanna. Guest: Winnie Greenaway Palm

**March 9, 2018 Meeting Minutes** –Minutes from the March 9, 2018 meeting were reviewed. It was moved and second that the minutes be approved as submitted. The motion passed unanimously.

**Letter from Sequim Picklers** – Barb shared a letter from the Sequim Picklers thanking the LTAC for their support of the pickle ball court construction.

**YTD Lodging Tax** – YTD Lodging Tax was reviewed. The City of Sequim Lodging Tax numbers are up 7.2% over 2017. The Lodging Tax is 43.7% above the 2018 budget.

**TEG Grant Applications:**

- **Sequim Lavender Experience Brochure Distribution**– The Committee reviewed a Tourism Enhancement Grant application for the distribution of the Sequim Lavender Experience Brochure. It was moved and second that the grant be approved for \$1000. The motion passed unanimously.
- **Sequim Lavender Experience: Marketing Story**- The Committee reviewed a Tourism Enhancement Grant application to support the hire of a professional writer to write the marketing story. It was moved and second that the grant be approved for \$1000. The motion passed unanimously.
- **Sequim Lavender Experience: Video**- The Committee reviewed a Tourism Enhancement Grant application for the creation of a professional video to tell the Sequim Lavender story. It was moved and second that the grant be approved for \$1000. The motion passed unanimously.
- **Dungeness Cup** - The Committee reviewed a Tourism Enhancement Grant application for the 2018 event. It was moved and second that the grant be approved for up to \$5000 to reimburse expenses for the event. The motion passed unanimously.
- **Sequim Prairie Nights** –The Committee Reviewed a Tourism Enhancement Grant application for the 2018 event. It was moved and second that the grant be approved for \$750 and that it be requested that they include a link to [visitsunnysequim.com](http://visitsunnysequim.com) for lodging resources. The motion passed with an abstention from Deputy Mayor Candace Pratt.

## Marketing Tools:

- **Lavender Weekend** – The website and map are complete with one exception. Barb is waiting for final details on one event before going to print. Shelli and Barb will hold a community training session on Thursday, July 12 at 5:30 p.m. at the Sequim Civic Center to review the 2018 event with volunteers. Clallam County Commissioner Mark Ozias is working with the Sheriff's office, State Patrol, and WADOT to help mitigate traffic during the weekend.
- **Visitor Information Guide**-Barb worked with staff at the Peninsula Daily News to produce the 2018 guide.
- **Pad Maps**- Are currently being updated and should go to print next week.
- **Visit Sunny Sequim Brochure** – Was reprinted with minor updates.
- **Website Update** – First draft of the website design has been reviewed. We are working on revisions. The new site is expected to launch in September.
- **Social Media Campaign** - The spring portion of the campaign is complete Barb is working with the Method Agency on plans for the summer portion of the campaign.
- **Mega Fam Tour**– Barb shared photos from the dinner hosted at B & B Family Farm and guided trip to the Dungeness Spit with the 16 travel agents that visited the Olympic Peninsula as part of the Brand USA Mega Fam Tour.

## Ads- New ads include:

- Washington State Visitor Guide – Co-op
- Everett Summer Splash Guide
- Edible Seattle/Edible Portland – Co-op with Olympic Culinary Loop
- Outdoors NW – Annual Event Guide
- Northwest Travel & Life - June

## Articles:

- Out Here Magazine – B & B Family Farm
- WA State Visitor Guide – several editorial mentions of Sequim

**New Event** – Barb is working on scheduling a brainstorming meeting to prepare for the anticipated 2020 event and will invite the LTAC members to attend. The next meeting is June 22 at 1:00 p.m. at the 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, September 7

Friday, December 14

Meeting adjourned.