

Lodging Tax Advisory Meeting
December 14, 2018
Meeting Minutes

In Attendance: Candace Pratt, Anji Scalf, Namaste Cousins, Marsha Massey (by phone) and Barbara Hanna.

August 30, 2018 Meeting Minutes –Minutes from the August 30, 2018 meeting were reviewed. It was moved and seconded 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 7.5% over 2017. The Lodging Tax is 32% above the 2018 budget. It was noted that a couple of properties had both their August and September funds reported in August. This shows as an extreme overage in October and underage in November on the Lodging Tax chart.

TEG Grant Applications

- **Frosty Moss Relay** - The Committee reviewed a Tourism Enhancement Grant application for operational support of the Frosty Moss Relay scheduled for February 2019. It was moved and seconded that the grant be approved for \$1000. The motion passed unanimously
- **Sequim Lavender Experience Sea-Tac Advertising** – The Committee reviewed a Tourism Enhancement Grant for the production and installation of artwork on a kiosk at Sea-Tac Airport as part of the Port of Seattle Spotlight Grant program. The program would be a partnership between the Sequim Lavender Experience and the City of Sequim. It was moved and seconded that a grant for up to \$2000 be approved on condition of selection by the Port of Seattle for the program. The motion passed unanimously.
- **The Lavender of Sequim** – The Committee reviewed a Tourism Enhancement Grant for the printing of a book: The Lavender of Sequim. Because this is a for-profit venture, it was moved and seconded that the approval of a \$1000 grant be conditional on 1) the inclusion of the Sequim Tourism website www.sequimwa.gov as a resource in the book, 2) The inclusion of www.sequimwa.gov in at least five of the social media posts promoting the book, and 3) the usage of five images from the book be available for use for general marketing purposes through the City of Sequim. The motion passed unanimously.

Marketing Tools:

- **Website Update** –The new website launched on September 17, 2018.
- **Social Media Campaign** - Barb worked with the Method Agency to run social media campaigns in the spring, summer and fall. The program was successful and increased Facebook followers to more than 7500, Twitter followers over 1250, and the development of the tourism Instagram page.
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Ads- New ads include:

- Outdoors NW – September/October Issue
- Northwest Travel & Life -September/October Issue
- Transit ad in Seattle for 8 weeks, Portland and Pierce County for 4 weeks

Articles:

- Times Columnist, Victoria, British Columbia – Cycling the Olympic Discovery Trail from Port Angeles to Sequim
- Real Food Traveler – A Night on the Town in Sequim
- Conde Nast Traveler – 30 Landscapes you Won't Believe are in the U.S.
- Seattle Magazine – Take a Trip to Sequim and Port Townsend
- Frommer's – Best Places to go in 2019

Sequim Sunshine Festival–The committee continues to meet to plan this new event for February 28 & 29, 2020.

2019 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 2019 schedule is:

Friday, March 15

Friday, June 14

Friday, August 23

Friday, December 13

Meeting adjourned.