



Lodging Tax Advisory Meeting  
March 15, 2019  
Meeting Minutes

In Attendance: Bob Lake, Anji Scalf, Namaste Cousins, Marsha Massey, Marcella Stachurski and Barbara Hanna.

**December 14, 2018 Meeting Minutes** –Minutes from the December 14, 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 4.2% over 2018. The Lodging Tax is 13.4% above the 2019 budget.

**TEG Grant Applications:** The Committee reviewed seven Tourism Enhancement Grant Applications for recommendation to the Sequim City Council:

- **Sequim Irrigation Festival** - The Committee reviewed a Tourism Enhancement Grant application for operational support of the Sequim Irrigation Festival scheduled for May 2019. The City of Sequim has a contract with the Festival to support the actual overtime expenses for Police and Public Works and the supplies needed for that support. A motion was made to support the festival in the actual amount of these specific expenses. The motion passed unanimously.
- **Sequim Lavender Festival** – The Committee reviewed a Tourism Enhancement Grant application for operational support of the Sequim Lavender Festival scheduled for July 2019. The City of Sequim has a contract with the Festival to support the actual overtime expenses for Police and Public Works and the supplies needed for that support. A motion was made to support the festival in the actual amount of these specific expenses. The motion passed unanimously.
- **North Olympic Discovery Marathon** – The Committee reviewed a Tourism Enhancement Grant application for the promotion of the North Olympic Discovery Marathon to be held in June 2019. A motion was made to approve the grant at \$1000. The motion passed unanimously.

- **Run the Peninsula – Railroad Bridge Run** – the Committee reviewed a Tourism Enhancement grant for the promotion of a new race as a part of the Run the Peninsula Program to be held in April 2019. A motion was made to approve the grant at \$1000. The motion passed unanimously.
- **Run the Peninsula – Jamestown S’Klallam Run** - the Committee reviewed a Tourism Enhancement grant for the promotion of a new race as a part of the Run the Peninsula Program to be held in December 2019. A motion was made to approve the grant at \$1000. The motion passed unanimously.
- **Tour de Lavender** - the Committee reviewed a Tourism Enhancement grant for the promotion of Tour de Lavender bicycling event to be held in August 2019. A motion was made to approve the grant at \$1000. The motion passed unanimously. It was noted that the City needs a more complete insurance certificate for the event. The grant is conditional on receiving that certificate. Barbara will contact event organizer Ken Skinner.
- **Sequim Lavender Experience Driving Guide** – the Committee reviewed a Tourism Enhancement Grant for the printing and distribution of the Sequim Lavender Experience Driving Guide which highlights lavender farms and businesses that are open throughout the summer and opt to participate in the map and promotional program. A motion was made to approve the grant at \$1000. The motion was approved with four affirmative votes. Marcella abstained because she participates in the map.

Counselor Lake suggested that the City look at the minimum insurance requirement for grant support of events. Barbara will talk with the City’s risk manager and attorney.

#### **Marketing Tools:**

- How Do You Say Sequim Brochure – Will be updated and reprinted by the end of April.

#### **Ads-** New ads include:

- Outdoors NW –Spring Issue includes cycling and events
- Northwest Travel & Life -Mar/Apr and May/June Issues
- 1889 – Feb/Mar and Apr/May Issues
- WA State Visitor Guide – Co-op ad with Olympic Peninsula partners
- Coho Magazine - Co-op ad with Olympic Peninsula partners
- Scenic Byways Travel Guide
- Sea-Tac Airport terminal kiosk with the Sequim Lavender Experience

**Articles:**

- 25 Best Places to Visit in Washington State – [Vacationideas.com](http://Vacationideas.com)

**Sequim Sunshine Festival**–The committee continues to meet to plan this new event for March 6 & 7, 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, June 14

Friday, August 23

Friday, December 13

Meeting adjourned.