

Lodging Tax Advisory Committee Meeting –Friday, June 14 –10:00 a.m.  
Sequim Civic Center, 152 W. Cedar Street  
Burkett Community Conference Room – First Floor

**Agenda:**

Approve minutes from the March 15, 2019 meeting  
Lodging Tax YTD

TEG Grant Applications

- Dungeness Cup
- Northwest Colonial Festival
- Sequim Lavender Experience Marketing

Marketing Tools Update

- How Do You Say Sequim Brochure – Reprint
- Sequim Visitor Guide
- Lavender Weekend Maps and Website
- The Lavender of Sequim Book
- Social Media Campaign

New Ads

- Sequim Lavender Airport Kiosk
- Washington Coast
- Northwest Travel & Life
- Outdoors NE
- Coho Magazine
- WA State Visitor Guide
- Scenic WA Guide
- 1889 Apr/May

Articles

- The Sweet Scent of Sequim Lavender – OP website blog
- Sun-Soaked Sequim – Coho Magazine
- Smell – Sequim Lavender Festival – Washington State Visitor Guide

New Event

- Sequim Sunshine Festival – March 6 & 7, 2020

2019 Meeting Schedule – all meetings are at 10:00 a.m.

- Friday, August 23
- Friday, December 13

Information Sharing