

Lodging Tax Advisory Meeting
March 9, 2018
Meeting Minutes

In Attendance: Candace Pratt, Shelli Robb-Kahler, Marsha Massey, Marcella Stachursky, and Barbara Hanna.

December 8, 2017 Meeting Minutes –Marcella noted that she was in attendance at the December meeting, but it was not in the minutes. It was moved and second that the minutes from the December 8, 2017 meeting be approved with the addition of Marcella in attendance. The motion passed unanimously.

YTD Lodging Tax – YTD Lodging Tax was reviewed. The City of Sequim Lodging Tax numbers are .4% behind the 2017 numbers, or a difference of \$109. The Lodging Tax is 34.1% above the 2018 budget.

TEG Grant Application

- **Tour de Lavender**– The Committee reviewed a Tourism Enhancement Grant application for the 2018 event. It was moved and second that the grant be approved for \$1000. The motion passed unanimously.
- **Olympic BirdFest** - The Committee reviewed a Tourism Enhancement Grant application for the 2018 event. It was moved and second that the grant be approved for \$1000. The motion passed unanimously.
- **Irrigation Festival** - The Committee reviewed a Tourism Enhancement Grant application for the 2018 event. It was moved and second that the grant be approved for the actual costs that the City incurs to support the event. The motion passed unanimously.
- **Lavender Festival** - The Committee reviewed a Tourism Enhancement Grant application for the 2018 event. It was moved and second that the grant be approved for the actual costs that the City incurs to support the event. The motion passed unanimously.

Joint Countywide LTAC Meeting – Marsha, Shelli, and Barb attended the Countywide LTAC Meeting in January. It was a good opportunity for the committees from Clallam County, Port Angeles, and Sequim to meet and review how they operate and administer their grant programs.

State Legislative Update – Marsha reported that both the State House and Senate unanimously passed

the bill that would reinstate a funding model for a statewide tourism marketing program

Marketing Tools:

- **Sequim Downtown Brochure**—Barb received some feedback from a couple of members of the City Council that this map is confusing because of the orientation. The map will be reviewed prior to reprinting.
- **Lavender Weekend Update**- Barb has met with representatives from SLGA and the Boys and Girls Club and reviewed the shuttle bus route and schedule. The City will sponsor the large bus to circulate through the City on a one-way route. She is working with the School District for permission to use their parking lot and have a bus stop there.
- **Website Update** - is just getting underway. The new site is expected to launch in September.
- **Social Media Campaign** - Barb is working with the Method Agency again to do a spring, summer, and fall campaign to boost social media followers.
- **Travel and Words Conference** – Barb and Christina Pivarnik from Port Townsend will represent the Olympic Peninsula Tourism Commission at the conference in April.

Ads- New ads include:

- NW Travel & Life
- 1889 Magazine
- NW Cyclist
- April Outdoors NW
- Co-op in the Washington State Visitors Guide

Articles:

- 50 Miles Along the Strait of Juan de Fuca in Upscale Magazine
- Don't be Sad – Six Sunny Destinations to Escape the Winter Blues in 425 and South Sound Magazines

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.

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, June 8

Friday, September 14

Friday, December 14

Meeting adjourned.