

Lodging Tax Advisory Meeting  
June 14, 2019  
Meeting Minutes

In Attendance: Bob Lake, Anji Scalf, Namaste Cousins, Marsha Massey, Marcella Stachurski and Barbara Hanna. Guest: Clallam County Commissioner Randy Johnson

**March 15, 2019 Meeting Minutes** –Minutes from the March 15, 2019 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 3.5% over 2018. The Lodging Tax is 21.2% above the 2019 budget.

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

- **Dungeness Cup** - The Committee reviewed a Tourism Enhancement Grant application for support of the Dungeness Cup scheduled for August 2019. A motion was made to recommend to the City Council a \$5000 grant for the Dungeness Cup. The motion passed unanimously. It was noted that their insurance is out of date. Barb will contact them for an updated certificate.
- **Northwest Colonial Festival**– The Committee reviewed a Tourism Enhancement Grant application for operational support of the Northwest Colonial Festival scheduled for August 2019. A motion was made to recommend to the City Council a \$2000 grant for the event. The motion passed unanimously. It is noted, this event also needs an insurance certificate. The organizers have been contacted and are in the process of updating their insurance. It was requested that the event organizers provide more information to the Visitor Information Center to help promote the event.
- **Sequim Lavender Experience Marketing**– The Committee reviewed a Tourism Enhancement Grant application for the marketing initiatives of the Sequim Lavender Experience. A motion was made to recommend a \$2000 grant for the marketing. The motion passed with an abstention from Marcella Stachurski.

**Addition to the Agenda:** Clallam County Commissioner Randy Johnson attended the meeting to talk with the committee about the development of a destination strategic plan for the Olympic Peninsula. The plan would help us develop a long-term vision for the destination that will identify needs in infrastructure and other elements that affect the visitor experience. Randy asked for committee members to help with the RFP development. Marsha and Barb will work on that committee. The county is also asking jurisdictions to help support the project financially. The committee agreed to include \$10,000 for the project in the 2020 budget submitted to the City Council.

**Marketing Tools:**

- How Do You Say Sequim Brochure – has been updated and reprinted.
- Sequim Visitor Guide is complete
- Lavender Weekend Maps have been sent to the Peninsula Daily News and out for print. The map is posted on the City’s tourism website.
- The Lavender of Sequim book is complete and for sale at various outlets.
- The spring social media campaign resulted in almost 400 new Facebook followers. The summer campaign is just beginning.

**Ads-** New ads include:

- Sea-Tac Airport Kiosk with the Sequim Lavender Experience Group
- Washington Coast Magazine – One Tank Getaway
- Northwest Travel & Life
- Outdoor NW – Spring issue and event guide
- Coho Magazine
- WA State Visitor Guide
- Scenic By-ways Map
- 1889 Magazine

**Articles:**

- Guest blog for Olympic Peninsula website – The Sweet Scent of Sequim Lavender
- Coho Magazine
- WA State Visitor Guide

**Sequim Sunshine Festival**–The committee continues to meet to plan this new event for March 6 & 7, 2020. Jim Goettler has been hired as a consultant producer.

**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, August 23

Friday, December 13

Meeting adjourned.