



Lodging Tax Advisory Meeting
December 13, 2019
Meeting Minutes

In Attendance: Bob Lake, Anji Scalf, Namaste Cousins, Marcella Stachurski
Staff Liaison: Barbara Hanna.
Guests: Vickie Maples and Andy Marr

August 23, 2019 Meeting Minutes –Minutes from the August 23, 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 4.1% over 2018. The Lodging Tax is 22.3% above the 2019 budget.

TEG Grant Applications: The Committee reviewed two Tourism Enhancement Grant applications for recommendation to the Sequim City Council.

- **Frosty Moss Relay** - The Committee reviewed a Tourism Enhancement Grant application for support of the Frosty Moss Relay scheduled for February 2020. A motion was made to recommend to the City Council a \$1000 grant for the Frosty Moss Relay. The motion passed unanimously. It was noted in the application that insurance for the event will be secured closer to the event when they have a better idea of the number of participants.
- **Olympic Discovery Trails Map** - The Committee reviewed a Tourism Enhancement Grant application for support of the printing of bicycle maps for Eastern Clallam County that feature the Olympic Discovery Trail. The map is produced by the Peninsula Trails Coalition (PTC). A motion was made to recommend to the City Council a \$1000 grant for the Bicycle map. The motion passed unanimously.

Andy Marr from the Peninsula Trails Coalition spoke with the group about a new promotional brochure that PTC is working on that will promote the trail at trade shows and events to audiences farther than 50 miles away. The PTC will likely submit an additional grant application later this year to support the printing of the new brochure.

Marketing Tools:

No new tools to review but Barb is working on updates for the Olympic Peninsula Travel Planner and Ginny from the Chamber is helping with lodging updates.

Ads- New ads include:

- Northwest Travel & Life – Nov/Dec and January Olympic Peninsula Co-op
- 1889 Magazine – Nov/Dec and Jan/Feb
- Seattle Magazine – January
 - (This magazine ads all have a Save the Date for the Sunshine Festival)
- Transit Ads for Seattle, Portland and Pierce County ran this fall as a co-op of an Olympic Peninsula ad.

Articles/Public Relations:

- Northwest Travel and Life – Overnight in Lighthouse
- Outdoors NW – Travel Back to the Olympic Timeless Wilderness
- Thetravel.com – The Most Underrated Cities on the West Coast
- Anji also mentioned that a Sequim man is currently featured on the television program 90 Day Fiancé

2020 Proposed 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 proposed 2020 schedule is:

- Friday, March 13
- Friday, June 12
- Friday, August 21
- Friday, December 11

Barb thanked Councilor Bob Lake for serving as the chair of the committee this past year. Bob's term has ended with the City Council, so there will be a new chair in 2020. The schedule will be confirmed once we know that this schedule will work for the new committee chair.

Meeting adjourned.