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Lodging Tax Advisory Committee Meeting –Monday, August 17, 2020– 12:00 noon
Virtual Meeting through Microsoft Teams

Agenda:

Approval of Minutes from June 15, 2020 meeting

Lodging Tax YTD

2021 Budget

Marketing Tools Update

- Pad Map
- Visit Sunny Sequim Brochure – Update completed

Ads and Coverage

- Northwest Travel and Life – Sept - Nov
- Outdoors NW Fall Edition
- 1889 – Oct- Nov
- Potential Co-op with OPTC Campaign

Articles

- Lavender Weekend TV Coverage – Fox 13 and King5
- 1889 Magazine –Stand Out from the Crowd

2020 Meeting Schedule – all meetings are at 12:00 noon

- Monday, December 7
- 2021 Schedule

Information Sharing