

Lodging Tax Advisory Meeting
March 9, 2020
Meeting Minutes

In Attendance: Councilor Brandon Janisee, Anji Scalf, Namaste Cousins, Marcella Stachurski and Marsha Massey (by phone)
Staff Liaison: Barbara Hanna
Guest: Vickie Maples

December 13, 2019 Meeting Minutes –Minutes from the December 13, 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 2.1% over 2019. The Lodging Tax is 10.6% above the 2020 budget.

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

- **Sequim Lavender Festival-** The Committee reviewed a Tourism Enhancement Grant application for support of the Sequim Lavender Festival scheduled for July 2020. The City of Sequim has a contract with the Festival to support the actual overtime expenses for Police and Public Works and the supplies needed for that support. A motion was made to recommend to the City Council to support the festival in the actual amount of these specific expenses. The motion passed unanimously.
- **Sequim Irrigation Festival -** The Committee reviewed a Tourism Enhancement Grant application for operational support of the Sequim Irrigation Festival scheduled for May 2020. The City of Sequim has a contract with the Festival to support the actual overtime expenses for Police and Public Works and the supplies needed for that support. A motion was made to recommend to the City Council to support the festival in the actual amount of these specific expenses. The motion passed unanimously.
- **Sequim Irrigation Festival Traveling Float** – The Committee reviewed a Tourism Enhancement Grant application to support the Irrigation Float traveling to Victoria, B.C, to participate in the Island Farms 122nd Victoria Day Parade to be held in May. This is an

additional parade for the float and royalty. They will participate in 15 other parades this year. A motion was made and seconded to recommend to the City Council the support of the Irrigation Festival for travel and accommodation expenses to attend the festival in Victoria for actual expenses up to \$3000. The motion passed unanimously.

- **Sequim Lavender Experience Sea-Tac Advertising** – The Committee reviewed a Tourism Enhancement Grant application from the Sequim Lavender Experience group to fund the artwork and installation of kiosk advertising at Sea-Tac airport in Concourse D during the third quarter. The City partnered with SLE to apply for a grant from the Port of Seattle for the kiosk space. This is the second year that the City and SLE have been awarded the grant. A motion was made and seconded to recommend to the City Council approval of the grant up to \$1000. The motion passed with four votes and an abstention from Marcella Stachurski.
- **Sequim Lavender Experience Driving Guide** – The Committee reviewed a Tourism Enhancement Grant for the printing and distribution of the Sequim Lavender Experience Driving Guide which highlights lavender farms and businesses that are open throughout the summer and opt to participate in the map and promotional program. A motion was made to recommend to the City Council approval of the grant at \$2000. The motion passed with four votes and an abstention from Marcella Stachurski.
- **Northwest Colonial Festival** – The Committee reviewed a Tourism Enhancement Grant to support the operations of the Northwest Colonial Festival to be held in August 2020. A motion was made to recommend to the City Council approval of the grant at \$2000. The motion passed unanimously.

Marketing Tools:

Barb will begin working on the revised pad map soon. She'll be applying for a grant from the Olympic Peninsula Visitor Bureau (OPVB) to help cover a portion of the cost as the map includes lodging in the County.

Ads- New ads include:

- Washington State Visitor Guide (Co-op ad with other Olympic Peninsula Partners)
- Seattle Magazine - March
- Northwest Travel and Life – March/April
- 1889- April/May
- Daily Herald – One Tank Getaway
- Scenic WA Road Trip Guide

E-Blasts for Sequim Sunshine Festival

- Scenic WA
- Northwest Travel and Life

Articles/Public Relations:

- Sequim Sunshine Festival – Northwest Travel and Life
- Olympic National Park – Basecamp Sequim – Seattle Magazine

Barb also mentioned that Sequim was listed in Coastal Living Magazine as one of the 25 best places to live but has not seen the publication yet.

Sequim Sunshine Festival

The committee discussed the Sequim Sunshine Festival which took place the prior weekend. Overall everything went great, especially for a first-year event. Marcella said her store was busier than usual. The Holiday Inn Express was full with guests for other events and was able to send those in need of rooms to another hotel. A few suggestions were made for next year:

- Yellow umbrellas with suns located around town for use during the festival
- Contact Dan Estes in Port Angeles regarding getting information to participants in the AAU basketball tournament. They have a lot of free time between games.
- Marcella offered to help with the Merchants to further develop the scavenger hunt next year.

2020 Meeting Schedule – The committee will continue to meet quarterly. All meetings will take place in the Community Room at the Civic Center at 12:00 noon. The 2020 schedule is:

- Monday, June 8
- Monday, August 17
- Monday, December 7

Meeting adjourned.