



Lodging Tax Advisory Committee Meeting
June 8, 2020
Meeting Minutes

In Attendance: Anji Scalf, Namaste Cousins, Marcella Stachurski and Marsha Massey

Staff Liaison: Barbara Hanna

Guests: Vicki Maples, Gregory MacDonald, Victoria Jones, David Proebstel, Deon Kapetan, Paul Schiefen, Mary Jendrucko, Janet Gray, Elli Rose (please note there were additional call in participants that were unidentified).

Approval of May 4, 2020 meeting minutes – It was moved and seconded that the May 4, 2020 meeting minutes be approved. The motion passed unanimously.

YTD Lodging Tax – YTD Lodging Tax was reviewed. As expected, the Lodging Tax number decreased significantly in the May report, which reflects the month of March, due to the COVID-19 closures. The monthly revenue was down 72.8% over 2019. Annual revenue is down 17.3% over 2019 and is 4.2% below budget.

Tourism Sustainability Grant Applications:

The committee reviewed eleven applications for the Tourism Sustainability Grant program to assist tourism-related non-profits during the COVID-19 pandemic. It was moved and seconded that the committee recommend the following 10 grants in the amount of \$44,074 for approval to the Sequim City Council. The motion passed unanimously with Marcella Stachurski abstaining from approval of the Sequim Lavender Experience grant.

- Dungeness River Audubon Center - \$5000
- New Dungeness Lighthouse and Light Station - \$5000
- NODM/Run the Peninsula - \$5000
- Sequim City Band - \$3074
- Sequim Irrigation Festival - \$5000
- Sequim Lavender Experience - \$5000
- Sequim Lavender Festival - \$5000
- Sequim Little League - \$1000
- Sequim Museum and Arts Center - \$5000
- Sequim Open Aire Market - \$5000

A grant application from Sequim Community Broadcasting - KSQM FM radio was tabled and the committee asked for more information on the radio station's impact on tourism. The organization has been contacted and will provide additional information by Friday, June 12. The LTAC will meet again on Monday, June 15 to review the grant application and decide on a recommendation to the City Council.

July 4, 2021 Drone Show – The Sequim City Council asked the LTAC if they would recommend the funding or partial funding of an illuminated drone show out of the Lodging Tax Fund to celebrate Independence Day on July 4, 2021. The City received a quote from Firefly Drone Shows for \$46,410 for that date. This represents a 15% discount over their normal rate as they look to book their calendar following the COVID closures, but less than the discount received in 2020 because of the time of year. The committee expressed support of bringing an illuminated drone show back to Sequim and the importance of celebrating Independence Day, but recommends that the drone show be protected as an anchor event for the Sequim Sunshine Festival, which they would like to see move forward in future years encouraging shoulder season travel. Marsha Massey agreed to attend the June 22, 2020 City Council meeting to answer questions about the discussion.

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, or virtually if an in-person meeting is not allowed. The 2020 schedule is:

- Monday, June 15 at 10:00 a.m.– special meeting for grant application review
- Monday, August 17
- Monday, December 7

Meeting adjourned.