

Lodging Tax Advisory Committee Meeting via Microsoft Teams
August 17, 2020
Meeting Minutes

In Attendance: Anji Scalf, Namaste Cousins, Marcella Stachurski and Marsha Massey
Staff Liaison: Barbara Hanna

Approval of June 15, 2020 meeting minutes – It was moved and seconded that the June 15, 2020 meeting minutes be approved. The motion passed unanimously.

YTD Lodging Tax – YTD Lodging Tax was reviewed. The July Lodging Tax report reflected a 31.2% decrease in revenue over 2019 and an 18.1% decrease from the 2019 budget. This shortfall was expected due to the COVID-19 pandemic. The numbers are better than the revenue forecast created in April. It is expected that revenues will improve as summer travel is reflected in Lodging Tax.

2021 Proposed Budget – Two versions of the 2021 proposed budget were presented to the committee. One reflected moving forward with the 2021 Sequim Sunshine Festival, which will require an investment of \$38,411 from the fund balance, mostly to cover the drone show for the festival and a 4th of July fireworks show. The second budget without the Sequim Sunshine Festival requires an investment of \$10,165 from the fund balance to cover a 4th of July fireworks show. Both budgets were presented to the committee because it is uncertain at this time whether the City will be able to proceed with planning for a late winter festival due to restrictions required to battle the COVID-19 pandemic. A decision will be made whether to move forward or postpone the Sequim Sunshine Festival in the early fall.

It was moved and seconded that the LTAC recommend to the City Council approval of the full budget including the Sequim Sunshine Festival with the caveat that if the festival is unable to happen due to COVID-19 restrictions that the \$58,247 budget for the festival be carried over to 2022. The motion was approved unanimously.

Marketing Tools and Updates

- Visit Sunny Sequim brochure – has been updated, printed, and delivered to Certified Folder for distribution on ferries.
- Sequim Pad Map – is in the process of being updated and should be printed this fall.

Advertising

Several ads in print publications were scheduled at the beginning of the year. Fall ads will focus on outdoor recreation and recreating responsibly. The ads will run in:

- NW Travel and Life – Sept – Nov issue
- 1889 Magazine – Oct – Nov issue
- Outdoors NW – Fall edition

The Olympic Peninsula Tourism Commission is developing a “recovery” campaign to begin sometime this fall. The campaign theme is “You can’t get more Northwest,” and focuses on outdoor recreation and the Northwest lifestyle. The campaign will have co-op opportunities for transit advertising in Seattle, Portland, and Pierce County and on TV for a campaign on KOMO TV. Barb is planning to participate in the co-op advertising to boost fall travel.

Articles

- TV channel Fox 13 ran a spot on the revised “Lavender Festival” the weekend of the event.
- King5 TV did a story on Sequim Lavender farms being good places to social distance and open all summer.
- 1889 Magazine – Story on “Stand Out from the Crowd” on good places to social distance. The August-September issue has a full-page photo and article on Sequim.

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, December 7

City Emails – The City is working on creating City email addresses for all board, commission, and committee members to conduct City business. It is anticipated that the LTAC addresses will be assigned sometime in the fall.

Meeting adjourned.