



Lodging Tax Advisory Committee Meeting via Zoom
March 3, 2021
Meeting Minutes

In Attendance: Brandon Janisse, Anji Scalf, Marsha Massey, and Marcella Stachurski by phone
Staff Liaison: Barbara Hanna

Approval of December 10, 2020 meeting minutes – It was moved and seconded that the December 10, 2020 meeting minutes be approved. The motion passed unanimously.

YTD Lodging Tax – YTD Lodging Tax was reviewed. The February Lodging Tax report reflects a year to date 1.6% increase over 2020 and a 17.6% increase over the 2021 budget. Lodging tax is reported two months after the collection month, so the February numbers reflect lodging tax collected in November and December 2020.

Grant Applications:

The application for the Sequim Irrigation Festival was reviewed and a \$1000 grant was moved and seconded for City Council approval. The grant covers the actual expense of City staff overtime support of the Grande Parade and is in accordance with a contract between the Sequim Irrigation Festival and the City of Sequim. The motion passed with three affirmatives and one abstention as Anji Scalf is on the Board of Directors for the Irrigation Festival.

Tourism Sustainability Grand Program:

The committee discussed whether a second round of Tourism Sustainability Grants are needed to help Sequim tourism-related non-profits weather the effects of the COVID-19 pandemic through 2021. It was moved and seconded that \$50K be made available for Tourism Sustainability Grants in 2021 and that the application period will be introduced in late spring to allow organizations to better understand what their needs might be for this year. With City Council approval, the applications will be reviewed at the next LTAC meeting on June 2, 2021. The motion passed unanimously.

Marketing Tools and Updates

- Sequim Pad Map – is in the process of being updated and should be printed for the summer season. Anji confirmed that the Visitor Information Center still has print copies on hand and requested a digital version to share on-line. Barb will send her the digital copy of the last version to use until the update is complete.

Advertising

Recent ads include

- NW Travel and Life – March/April issue
- NW Travel and Life eblast to promote the Sun Fun Color Run 22,817 subscribers
- 1859 Magazine – March/April issue
- 365 Things to Do in Washington State Facebook post – 149,000 followers
- Co-op ad with the Olympic Peninsula Tourism Commission (OPTC) for the Washington State Visitor Guide

Articles:

- 25 Best Weekend Getaways in the United States – Vacation Ideas – Dream Vacation Magazine <https://vacationidea.com/weekend-getaways/best-weekend-getaways-usa.html>
- Sequim is the featured destination in the March issue of 1859 Magazine – Barb has not received a copy yet.

2021 Meeting Schedule – The committee will continue to meet quarterly. All meetings will take place virtually over Zoom until in-person meetings are possible. The meetings will take place at 9:00 a.m. The 2021 schedule is:

- Wednesday, June 2
- Wednesday, August 18
- Wednesday, December 1

Meeting adjourned.