



152 W. Cedar Street, Sequim, WA 98382
PH (360) 683-4139 FAX (360) 681-3448

Lodging Tax Advisory Committee Meeting –Wednesday, August 18 - 9:00 a.m.
Virtual Meeting through Zoom

Agenda:

[Approval of Minutes from June 2, 2021, meeting](#)

City Email Address – Anthony Martin

[Lodging Tax YTD](#)

2022 Proposed Budget

- [2022 Proposed LTAC Budget](#)
- [2022 Sequim Sunshine Festival Budget Detail](#)
- [2022 Sequim Marketing Plan](#)
- [2022 Advertising and Marketing Plan](#)

Tourism Enhancement Grant

- [Luminary and Woodland Walk – Dungeness River Audubon Center](#)

Marketing Tools Update

- Pad Map
- Downtown Map

Ads and Coverage

- [Road Runner Magazine–Sept/Oct ¼ page ad – co-op](#)
- [NW Travel and Life – Sept/Oct ¼ page ad](#)
- [Coast Magazine – One Tank Getaway – Fall ¼ page ad](#)
- [Seattle Times – It’s high time to visit Sequim’s lavender fields](#)
- [Seattle Times Pacific Magazine – The ‘Physician’ of Purple](#)
- [Thetravel.com – The Best Small West Coast Towns for Laidback Vacation Vibes](#)

Fall OPTC Advertising Campaign Co-Op

4th of July Fireworks – Update

Sunshine Festival – Update

The public can join the meeting online at <https://us06web.zoom.us/j/94354755817> or by calling (253) 215-8782 and using ID# 943 5475 5817.

2021 Meeting Schedule – all meetings are at 9:00 a.m. – Meetings will be virtual as long as we have Covid-19 restrictions

- Wednesday, December 1