

**Minutes of the Gig Harbor  
Lodging Tax Advisory Committee  
April 14, 2005**

**Call to Order/Roll Call:**

Laureen Lund called the meeting to order at 8:31 a.m.

**Present: Committee Members present:** Sue Braaten, Kathy Franklin, Linda Gair, Kim Hails, Jennifer Kilmer, Mary Rae Lund, Wade Perrow. **Others present:** John Fosberg, Laureen Lund, Michael Wilford, and Karen Scott, Administrative Assistant.

**Those absent:** Councilmember Derek Young, Mort Altman.

**DESTINATION DEVELOPMENT UPDATE AND REVIEW**

Laureen Lund said that she had distributed the report to committee members and she had developed some key points to discuss in depth. She pointed out that today's agenda was to try to prioritize these key points into immediate, as soon as possible and long term goals.

**THE MESSAGE-**

The Communications and Graphics Guidelines DRAFT was distributed. Laureen pointed out that she and John Fosberg are working on it and that Washinton's Maritime Village is rough draft- only for the meeting purposes. She noted that the style guide will provide everyone the ability to identify City logo, fonts, colors, words etc. She expected this would be made available to everyone within the next two months.

**TAG LINE-**

Laureen pointed out the feedback she had gotten in talking with different people about the tag line and whether it should be changed to maritime village or something else. She commented that some people like it, some don't. Laureen said she wanted to gather as much information as possible in order to discuss it further with Roger Brooks. It was noted that Derek Young likes 'waterfront village'. Mary Rae Lund noted that she likes 'maritime' and 'harbor'. Laureen then said 'maritime' gives image that it is a working harbor. Mary Rae noted however that 'maritime village' felt as if it was too much in the past and that a logo and tag line should reflect a progressive feel. Kathy feels that Roger Brooks is looking at it different since he is not community member. Michael Wilford shared that the tag should reflect what people want to see. Linda Gair suggested 'harbor village'. Laureen noted it could be something completely different and that logo can be used alone without the tagline. Wade pointed out 'maritime'

conjures up enough mystic to motivate people. Kim Hails discussed that we can change the tag line to incorporate the Key Peninsula. Kathy Franklin discussed that 'maritime' makes you think several different things. She continues to say it could mean sailing, golfing, covers many things and that it covers things you can't get here. Kathy Franklin says you get more bang for your buck. Jennifer Kilmer points out that you can use a secondary tag line such as 'make memories in gig harbor'. Laureen Lund pointed out that Roger Brooks feels that 'make memories in Gig Harbor' does not inspire you. Wade added the importance of pictures in the advertising.

### **WEBSITE-**

Laureen noted that Roger suggested the City and Chamber maintain separate sites. Main reason being the Chamber is a member driven web site. Laureen pointed out she feels the website is the most important tool we can use. Linda Gair pointed out it is the most inexpensive. Laureen noted that print advertising is so temporary. Michael Wilford noted the addition of the Gigabyte on line. Laureen discussed several things recently added to website and how important a portal page is. Laureen explained that with portal page if you type in Gig Harbor you come to one entrance page. Laureen discussed the idea of providing equal service to non-chamber members promoting the website as a service to the community. Kim noted that everyone is listed, just members are listed first. Kathy expressed her interest in the Kitsap website. Wade discussed the ability to type in the name of where you are traveling to and having one point of entry carried by the chamber- members are in bold, non-members not in bold. Jennifer repeated that the Kitsap is very striking. Laureen pointed out that the City is working on better photography. Jennifer pointed out the Kitsap site has small text under photos on their website. Laureen asked each member to spend one hour exploring this issue and email her comments. Jennifer said that the Heritage Assessment did ask that dollar notations be added for dining.

### **THE BIG PICTURE-**

Wade expressed his dissatisfaction with the round-about landscape maintenance in Gig Harbor North and other areas. Jennifer pointed out the maintenance of historic structures is great. Laureen noted she is working on signage, not placing anymore signs until further decisions are made.

Linda discussed Skansie House completion. Laureen noted she felt that the purchase of Eddon has put Skansie on the back burner. Laureen expressed the value she sees in Skansie House from a community member standpoint. Jennifer said the Heritage Assessment will provide information we can incorporate into the entire plan. Kathy points out access to water should be part of big picture. Linda noted she would like to see access to lighthouse. Jennifer pointed out that the parking improvement is needed. Linda feels building steps from net shed to water is a possibility. Laureen pointed out that the lodging tax fund could have money set aside from previous year collections to possibly fund Skansie. She noted she has talked with Mark Hoppen about this. Jennifer

pointed out that identifying the money pool is not a priority, priority is determining the priority. Linda suggested improving downtown eyesores. Kathy suggested another dock. Mary Rae said we need an art coordinator staff person before an art center is possible. Lauren reiterated the importance of a performing art center. Linda pointed out the Performance Circle property is a worthy spot for a center. Jennifer pointed out that Wilkinson farm a great spot for environmental markers. Wade pointed out that nothing can be done to downtown eyesore because of the many regulations. Linda discussed the importance of cosmetic changes and 'Restore America' could possibly have grants available to help landowners. Kim pointed out that the 'Main Street' program is a good example.

Kim Hails excuses herself at 9:40. Wade Perrow excuses himself at 9:45.

### **THE PICKLE**

Lauren noted the customer service videos that will soon be available for viewing. Linda pointed out improvements needed by big chain stores. Jennifer discussed cross-selling, possibly creating rack card offering top 6 amenities. Lauren mentioned the racks at the Inn at Gig Harbor promoting out of town activities, adding we need to add local activities to new racks provided by the city.

### **SIGNAGE**

Lauren explained her desire to keep it simple. Lauren added she has met with Department of Transportation twice. The main issue is since we don't have a visitor center open 7 days a week they don't want to put a sign up on Highway 16. Jennifer added that we can do a wayfinding plan without hiring a professional. Lauren added the need to come up with some standards. Linda added that the city needs to help out specific business to help promote them.

Lauren further discussed the plan, adding that it is the number one thing we needed at this point. Lauren added her hope of putting a gateway sign at the 24th street onramp. Jennifer responded with displeasure about the current gateway sign. Michael noted how the top of Pioneer is a natural gateway. It was noted that a new sign enforcement employee has been hired to help merchants and everyone police themselves and create a uniform effort.

### **ALL ABOARD**

Lauren reported that there is a slight division and attempt needs to be made to work together on the plan. Lauren noted she would like the city to have an economic development person to help with this matter. The trolley idea was addressed. Linda noted that the trolley would be effective on weekends. It was noted that there is an insurance issue with putting cross walks in the middle of a city block. Kathy talked about the need to have the city council adopt the plan and then 'the plan' can go out to other entities.

Linda reminds everyone that even though we often focus on the retail area of downtown, it is also a residential area. Jennifer noted that we need to expand the area of development instead of keeping it to such a small one block area. Mary Rae suggested that the performing arts center be beyond city park.

There was no further discussion and the meeting was adjourned at 10:20 a.m.