

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

Call to Order/ Roll Call: Called to order by Councilmember Young at 8:35 am.

Present: Committee Members present:, Sue Braaten, Janice Denton, Kathy Franklin, Linda Gair, Kim Hails, Jennifer Kilmer, Mary Rae Lund, Derek Young.

Others present: Lauren Lund, Karen Scott, Mark Hoppen.

Those absent: Wade Perrow

Introduction of New Member

Janice Denton, Waterfront Inn, was welcomed to the committee.

Heritage Assessment

It was noted that remarks made in the LTAC Meeting Minutes (June 9, 2005) regarding the Heritage Assessment was not the personal opinion of Jennifer Kilmer. She was sharing the results of the assessment with the committee.

Wayfinding plan

Lauren Lund informed the committee that the Wayfinding Plan will be completed in house.

WDOT

Lauren Lund will be meeting with officials to discuss the 24th street off-ramp and other Hwy 16 signage issues.

Maritime Village Update

Councilmember Young noted that reactions from other council members have been mixed in regards to the Maritime Village tagline. He continued to say that proposing it to council may not be quite as easy as thought. Discussion followed in favor of maintaining Maritime City.

Lauren Lund reminded the committee that the public relations representative and Roger Brooks agreed that one tag line should be used.

Lauren Lund said that all unofficial neighborhoods would be included in the new signage project.

The Committee all agreed to maintain Maritime City and use Maritime Village as supplement.

Tacoma Visitor and Convention Bureau

Laureen Lund passed out new budget numbers as well as information from Tacoma Visitor & Convention Bureau. Laureen has tentatively put the Tacoma VCB in the budget (\$13,000). Discussion followed about the dollar figure that is adequate for the Tacoma CVB.

Kim Hails informed the board that Tacoma CVB's model has changed and the old percentage system is obsolete. Kim feels that we still need to partner with them.

Councilmember Young suggested talking with Fife and Puyallup and going to Tacoma CVB with proposal on a united front. Mark Hoppen seconded this idea and said that a united front would be a benefit. Mark pointed out they have been working hard to establish a new model. Mark offers to talk with Fife and Puyallup.

Laureen Lund reminds the committee that these are preliminary numbers and dollars still need to be cut to come to a final 2006 budget.

Chamber Presentation

Kim Hails pointed out the Pierce County Lodging Tax will not be funding the Welcome Center for the year 2007. They feel that the city doesn't contribute enough to be fair. Kim says that they are looking at a possible new location.

Discussion followed about using Skansie House as Welcome Center. The committee all agreed that the Skansie House should be refurbished in a historical manner and it should be used as the Welcome Center to be run by the City.

Web Site

Laureen Lund points out that the other big issue is the website. She has asked 3 companies for a bid and is researching the cost. She is also looking into the ability of doing in-house updates. There is a large one time expense to get the website up and running. The Committee agrees that this is a worthwhile expense.

Budget questions follow:

1. Fosberg Media- maintains photo library and magazine ads
2. New desktop needed for department

There was no further discussion and the meeting was adjourned at 10:15 am.

Respectfully submitted,

Karen Scott, Administrative Assistant