



**Minutes of the Gig Harbor  
Lodging Tax Advisory Committee  
January 21, 2004**

**Call to Order/Roll Call:**

Laureen Lund called the meeting to order at 10:00 a.m. and members introduced themselves. Some members arrived later in the meeting.

**Present:** Committee Members present: Mort Altman, Sue Braaten, Kathy Franklin, Wade Perrow, Jennifer Kilmer, Councilmember Derek Young and Kim Hails. Linda Gair was absent. Others present: Ed Taylor, Westward Motel, Mark Hoppen, City Administrator and Molly Towslee, City Clerk.

1. Welcome – Introductions. Laureen asked that each person give a brief introduction of themselves, as there were several new representatives and guests.

2. Power Point Presentation. Laureen showed the PowerPoint presentation that she had developed explaining the marketing function. She explained that this presentation had been well received at the Rotary meeting, and described the challenges in educating the community about the marketing department and its function. She offered to present the information to other groups who may be interested.

3. Presentation from Ruthie Rienert from Tacoma CVB. Ms. Rienert thanked the LTAC for allowing her to make her presentation. She gave an overview of her report for 2003, explaining what methods had worked well. She then explained that there would be changes within the bureau and an effort to do business a new way in 2004.

Ms. Rienert described the effort to partner with other CVB organizations on the West Coast. She said that the Tacoma CVB would use them as a model to increase direct sales and measure returns.

She gave a detailed report on the implementation of the CVBTV, a content management solution, planned for 2004. This program will allow automatic data collection, which will be a very efficient method to add and capture data, centralize the information, and track sales manager's production. She explained that the program will take approximately twelve weeks to implement.

Ms. Rienert gave an overview of upcoming events, and the effort to implement more direct sales programs. She said that there were planned improvements to the website to implement more meta-tagging. She then answered questions about membership for 2004, explaining that everyone except Lakewood had renewed.

4. Advertising winter 2004. Laureen gave an overview of the upcoming advertising that will be aired on KIRO, KBSU, and KING-FM.

5. Northwest Flower and Garden Show. Laureen announced this upcoming show the first week in February. She explained that a member of the Gig Harbor Garden Club, Susan Goetz, had been invited to participate. Rosedale Gardens will assist her efforts.

6. PAL Art Show. The show opens March 6<sup>th</sup> and runs until April 1<sup>st</sup> at the Gig Harbor Civic Center. There will be 90 pieces on display and hopefully, will bring in people to stay overnight. The Gig Harbor Arts Commission had budgeted for the installation of a new hanging system.

7. Visitor Guide/Website. Laureen discussed the link on the Chamber of Commerce site, and announced that the next addition of the Visitor's Guide would be printed and distributed by the Gateway in May. The members were urged to contact Mike Leonard at the Gateway to assure that their ads were in place.

Laureen announced that the new P.R. person was on board and doing an excellent job. The January Media Tour will host David Abbot, Vancouver Radio Travel Show and Travel Columnist, and John Gotlieb Anderson, from Hidden Washington, who will be in town all weekend. The rooms for their stay have been donated by the Wesley Inn.

Another positive outcome is that the Northwest Editor of Sunset Magazine wants to come to Gig Harbor to do an article.

8. Questions/Comments. Laureen said that there is an opening on the LTAC with the departure of Shirley Tomasi. She added that someone from the Arts community would be a welcome addition and to keep the arts well-represented. The group recommended the appointment of Mary Rae Lund, president of PAL. Laureen will ask if she would be willing to serve on the board and then see to her appointment by the Mayor.

Kim Hails reported that Pierce County gave the Chamber of Commerce \$2000 in grants for radio advertising. She said that the Chamber had budgeted to add another four or five historical markers throughout the county. The City may do additional markers in 2005. Kim explained that they were in the process of creating a new black and white tour map of the markers to complement the Gig Harbor Historical Society History Walk brochure.

Laureen announced that she and Kim had won two awards: The Tourism Partnership Award, which would be presented on the 28<sup>th</sup> at the Silverdale Red Lion; and the American Dream Town Award, highlighting Forks, Wenatchee, and Gig Harbor.

Laureen explained that Mark Hoppen had accompanied her to the Washington State Convention, where the *Make Memories in Gig Harbor* campaign and the Gig Harbor Quilt Festival campaign received recognition.

Ed Taylor thanked the LTAC for the recent radio advertisement, announcing that he had received two bookings from the ad.

Mark Hoppen offered information on the plans for a downtown convention center. He explained that the plans are a discussion tool and to date, he had received quite a bit of positive feedback.

The next meeting is scheduled for Wednesday, April 7<sup>th</sup>, at 9:00 a.m.

The meeting was adjourned at 10:05 a.m.

Respectfully submitted,

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Molly M. Towslee, City Clerk