



**Minutes of the Gig Harbor  
Lodging Tax Advisory Committee  
October 18, 2004**

**Call to Order/Roll Call:**

Councilmember Derek Young called the meeting to order at 8:45 a.m.

**Present:** Committee Members present: Kim Hails, Kathy Franklin, Mary Rae Lund, Councilmember Derek Young and Jennifer Kilmer. Others present: Laureen Lund and Molly Towslee, City Clerk.

Those absent: Sue Braaten, Wade Perrow, Linda Gair, and Mort Altman.

Laureen Lund explained that the purpose of this meeting is to review another presentation by Ruthie Reinhart at the urging of Mark Hoppen, who said that the TCVB was taking a different approach in how they viewed their membership.

Laureen asked the committee to listen to the presentation to find out what was different, and to ask questions. She said that Ruthie was bringing Michael Blondin, the TCVB Marketing Manager, to present information on the webpage improvements.

Laureen gave a recap of services that Gig Harbor received from participating in the TCVB program, and the committee discussed what benefits may still be available without membership and who would be able to participate.

Laureen brought in Ruthie Reinhart and Michael Blondin. Sharon Snuffins, Snuffins Catering, and Mark Matthews, Chairman of the Board, also came to represent the TCVB Board of Directors.

Ms. Reinhart prefaced the presentation by explaining that things had progressed since she had last addressed the LTAC. She said that they were appreciative of the opportunity to explain some of the new tools being used, and said that she wanted to identify what is important to Gig Harbor.

Mr. Blondin began the PowerPoint presentation that outlined the purpose and goals of the TCVB and how the new Sales Force Automation program works. He finalized with an overview of the Marketing Plan, Future Marketing Opportunities, and an overview of the Membership Funding Model.

Ms. Reinhardt said that the partnerships are important for future success, and that the TCVB wants to find a way that they can work with Gig Harbor in 2005. She addressed questions from the committee.

Mr. Matthews compared the old with the new method of how the TCVB will gain input from the membership, with the TCVB remaining at the core of the model.

Councilmember Young explained that in order to participate in 2005, the LTAC Budget would have to be re-written. He said that the committee had made a decision to take a step back and explore some other marketing methods such as branding. He said that although the committee appreciates the changes made by the TCVB, it had come a little late.

Ms. Reinhart responded by saying that the door is open and that she understands that Gig Harbor has to do what makes the most sense. Laureen said that she would appreciate the opportunity to consider membership again in 2006.

Councilmember Young voiced concern with the multi-year commitment, explaining that a fixed cost is imperative before the City Council can commit.

Ms. Reinhart's last comment was that the cities could advertise in the Visitor's Guide, whether or not they are a partner. The TCVB group left the meeting at this time.

The committee continued discussion on the value of participation and any benefits that could be derived if Gig Harbor is not a participating member.

Laureen recommended continuing with the current plan, and to reevaluate for 2006 in eight months.

There was no further discussion and the meeting was adjourned at 10:06 a.m.

Respectfully submitted,



Molly M. Towslee, City Clerk