



**Minutes of the Gig Harbor  
Lodging Tax Advisory Committee  
September 8, 2004**

**Call to Order/Roll Call:**

Councilmember Derek Young called the meeting to order at 9:00 a.m.

**Present:** Committee Members present: Sue Braaten, Wade Perrow, Mort Altman, Linda Gair, Mary Rae Lund, Councilmember Derek Young and Jennifer Kilmer. Others present: Michael Wilford, Kimberly Svetin, Laureen Lund and Molly Towslee, City Clerk.

Those absent: Kathy Franklin and Kim Hails.

1. Welcome. Chairperson Derek Young gave a brief opening statement, and then turned the meeting over to Laureen Lund, Marketing Director, who gave a brief presentation on the State of Washington Tourism website.

2. Website Presentation. Laureen introduced Michael Wilford, who has been working on the website for the Chamber of Commerce and Tourism. Mr. Wilford gave a brief presentation on the two items that he has accomplished. He said that he had redesigned the home page for the Chamber website. He demonstrated the link on the Visitor Page that allows someone to order a Visitor Guide or to download the information in PDF format. The second demonstration he provided was the interactive map that was almost ready to be uploaded.

A suggestion was made to add a link for downtown shopping. The consensus by the group was that the Interactive Map will be a wonderful addition.

3. Public Relations Presentation. Laureen then introduced Kimberly Svetin, Ocean Blue Communications, and explained the value of hiring Ms. Svetin for a public relations person.

Ms. Svetin gave an overview of the "Top Five Media Hits," urging the Lodging Tax Advisory Committee to think of themselves as "storytellers" and to share any interesting information that could be used to promote Gig Harbor. She explained the value of thinking ahead, both short-term and long-term, giving examples of media activities that are already being scheduled for 2006.

Ms. Svetin then asked the members to consider ideas for "comping" travel-writers that may choose to come to Gig Harbor and include this area in their publications.

She finalized by giving a brief overview of the Media Clips that had been used to date and what she was working on for 2005 and 2006.

4. Budget Discussion. Laureen went over the proposed budget, asking for comments.

Linda Gair asked for clarification on how the money was used by the Chamber of Commerce. Laureen explained that this was to maintain staffing for Welcome Center.

There was discussion on exploring options for a Visitor Center Kiosk, possibly to be located at the Skansie Brother's Park . Councilmember Young was asked to take a recommendation to the City Council Retreat that the house at Skansie Brother's Park could be renovated and used for Visitor Information Center. The LTAC would create a line-item in their budget for Visitor Center Capital Fund to help support the concept.

Discussion continued on the remainder of the proposed budget. Laureen gave an overview of the plan to promote wedding events and the Spring Salmon Event. Members discussed how these events could be developed. Councilmember Young stressed that the \$3000 earmarked for the Spring Salmon Event should be kept to promotional support to bring in viewers.

There were no further amendments to the proposed budget.

5. Strategic Plan Update for 2005. Laureen gave an overview of the changes. She talked about ideas for a driving tour. Committee members suggested expanding this to include a sailing tour and a kayaking tour.

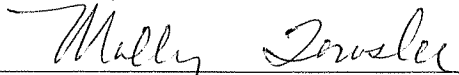
Jennifer Kilmer recommended coordinating with the Chamber of Commerce Tourism Committee to do an Economic Impact Statement.

Laureen said that she would add the Kiosk at the Skansie House as strategy number ten.

Laureen announced that the next meeting is scheduled for January unless something came up making it necessary to meet sooner.

There was no further discussion and the meeting was adjourned at 10:40 a.m.

Respectfully submitted,

  
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Molly M. Towslee, City Clerk