

**Minutes of the Gig Harbor
Lodging Tax Advisory Committee
February 9, 2006**

Call to Order/ Roll Call: Called to order by Laureen Lund at 8:40 am.

Present: Committee Members present:, Sue Braaten, Janice Denton, Randy Fortier, John Moist, Wade Perrow. **Others present:** Mayor Chuck Hunter, Laureen Lund, Karen Scott.

Those absent: Kathy Franklin, Cheri Johnson, Steve Lundquist, Councilmember Derek Young.

Introduction of New Members

Overview of Lodging Tax Advisory Committee

The LTAC meets approximately 4 times a year and Laureen Lund uses this time to get advice and direction for the city's marketing efforts.

Upcoming event

There will be an open house at the new Gig Harbor Visitor & Volunteer Information Center on February 25th from 11 am to 2 pm located at 3125 Judson Street. Also noted, the Gig Harbor Chamber has new office at 3311 Harborview Drive, please stop in there as well.

New Tourism Website

The city has hired an individual that may take on the assignment of designing the new website. RFP will be going out to interested parties as well. Wade Perrow suggested using a time frame to establish milestones in order to move the project along in a timely manner. Laureen Lund expects July as completion date.

Wayfinding Plan

Laureen Lund informed the committee that pedestrian signs going up February 15th and the additional road signs needed will be going out for RFP soon. Wade Perrow expressed his concern about adherence to the city's sign code and Laureen Lund noted that she had applied and was granted a permit for each new sign.

The committee would like to pursue the idea of seasonal signs or hanging signs at the expense of the business. Wade Perrow reiterated that signs need to be continued off of Highway 16 to direct visitors off the highway through interchanges.

Mayor Hunter suggested the committee make a recommendation and submit it to him. Wade Perrow agreed to draft letter encouraging the sign code be changed to have a continuance off of highway 16 through the main interchanges.

John Moist noted that the Waterfront Restaurant and Retail Association would like to propose a signage recommendation as well.

The committee agreed that keeping these small steps in motion will eventually lead to a complete wayfinding system in Gig Harbor.

Brand Communications Guidelines

Laureen Lund noted that she is working on a small campaign to bring conventions to Gig Harbor titled "Bring It Home Gig Harbor". Randy Fortier will work on the campaign as well to include creating a database, and contacting businesses giving them incentives to participate.

Nor' westing Magazine

John Moist invited the committee to consider advertising in the magazine along with Arabellas Landing and the WRRRA to promote the Maritime Gig, Blessing. For more information on the tear out postcard advertising contact John Moist.

Of Legal Interest

Laureen read a recent finding the the WA State Attorney General in regards to lodging tax revenues.

Authority of municipality to allocate lodging tax revenues to facilities in which the municipality has no ownership interest.

1. A municipality lacks authority to allocate lodging tax revenues to operate a tourism-related facility in which the municipality has no ownership interest.
2. A municipality may not spend lodging tax revenue on operating expenses of special events and festivals designed to attract tourists where such events and festivals are operated by non-governmental entities.
3. A municipality may not provide advance payment to private organizations for tourism promotion; payment must occur after the services have been performed.

There was no further discussion and the meeting was adjourned at 9:30 am.

Respectfully submitted,

Karen Scott, Marketing Assistant