



ADMINISTRATION

**Minutes of the Gig Harbor
Lodging Tax Advisory Committee
May 4, 2006**

Committee Members present: Sue Braaten, Janice Denton, Randy Fortier, Kathy Franklin, Cheri Johnson, Steve Lundquist, Wade Perrow. **Others present:** Mark Hoppen, Laureen Lund, Karen Scott.

Those absent: John Moist, Councilmember Derek Young.

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

Quarterly Report from Tacoma Convention & Visitor Bureau

Ruthie Reinert provided a Community Report 2005 for Pierce County. She broke out Gig Harbor's share of the web traffic stating the web hits created \$1,100 in visitor spending. She also distributed the Tacoma Regional Visitor Guide and provided a figure of \$4,875, Gig Harbor's conversion value from this publication.

Website Update

Sue Braaten discussed the website interviews and the chosen designer, Jane Lindley from Super Web Group. This company was willing to be flexible and really work with the City to accomplish the desired goal. This item will be on the consent agenda on May 22nd to be approved by Council so we can proceed. The goal for completion is August. Sue will be point person from LTAC serving on this sub committee.

Signage Development

Laureen Lund talked about the progress on the signage plan. Mark Hoppen shared an excerpt from the Washington Administrators Code in regards to follow through signage. The City codes states basically that the specific signs now in place are illegal. Therefore, the new sign plan will use generic terms such as lodging, dining, shopping and be within the guidelines of the Washington State Sign Code. Laureen noted that any gaps in this wayfinding plan may be able to be filled in phase III in 2007.

Six viewing maps will be installed into the downtown area at:

- Jerisich Park
- Donkey Creek Park

- Harborview and Pioneer
- Cushman Trail Park
- Finholm Marketplace
- Visitor & Volunteer Information Center

Skansie House

Short discussion about the future of the Skansie house. No plan has been adopted by the city council. If you have input about it's future talk with the council and mayor.

Marketing Marketplace staff meeting report

Marketing Department will be having a monthly staff meeting. If you would like to report something or call something to attention please contact Laureen.

Visitor Center Report

The report shows a steady increase in traffic!

Town Meeting May 23rd

Mark your calendar for Tuesday, May 23rd. Laureen will be presenting an update to the tourism assessment. Don't miss it.

Tourism Committee Update

Randy Fortier reported that he is coordinating and steering the role of the Tourism Committee. He hopes to coordinate with the City marketing department in order to avoid duplication of efforts. The main goal of the Tourism Committee is to focus on attracting new visitor support businesses, off season traffic and support businesses. The committee will create a marketing piece aimed at these businesses. The committee meets each 3rd Wednesday of the month at the Inn at Gig Harbor.

Next LTAC Meeting

The next meeting will be Thursday, August 3rd. Discussion will include update on tourism website and the 2007 budget.

Maritime Gig

Amazing Grace will be at Jerisich Park dock on June 3rd and 4th and the boat will be taking tours around the Harbor~ now available for individuals, not just groups. More information is at www.amazinggracetallship.com .

Gig Harbor Historical Society and Museum

The capitol campaign is under way for the new museum building. Mark your calendar for the September 30th Fifth annual Basket Social, a fund raising auction that will take place at the new location.

Comedy comes to the Inn

Friday, May 26th, the Inn will once again host comedy night. The evening entails a cocktail reception, dinner, followed up with a great stand-up comedy show. Tickets for the dinner & show are \$40.

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

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Karen Scott". The signature is written in a cursive, flowing style with some loops and flourishes.

Karen Scott, Marketing Assistant