

OUTLINE MINUTES

Lodging Tax Advisory Committee

(Name of Committee, Board, Task Force, Commission)


Date: April 10th, 2008 Time: 8:00 am Location: Exec. Conf Room, Civic Ctr.

Scribe: Karen Scott

Members Present: Sue Braaten, Laureen Lund, John Moist, Wade Perrow, Warren Zimmerman
Members Absent: Randy Fortier, Kathy Franklin, Cheri Johnson, Derek Young
Staff Present: Karen Scott
Guests: Tammy Blount, Executive Director of Tacoma Regional CVB

Topic	Recommendation/Action	Follow-up (if needed)
Introduction of Tammy Blount	<p>Introduction and review of strategic planning progress from the TRCVB Executive Director-LTAC members where asked by Tammy Blount to provide input for their strategic plan anytime. LTAC requested TRCVB facilitate full regional meetings throughout all the communities. Tammy stated their plan is a much more cooperative, collaborative, and encourages inclusive approach for the entire region. Sue Braaten suggested incorporating the off season businesses, bus tours etc. TRCVB is expanding their sales force and hoping to bring more tour operators to town to host them for a night. They will contact with Laureen when appropriate. TRCVB is working closely with the international association of visitor bureaus. Sue Braaten reiterates the importance of bus tours to our area especially in the off season.</p> <p>Review of the contract agreement with TRCVB, \$7000- 2009 will see a review and realignment of expectations for the contract. Wade Perrow expressed concern regarding representation of Gig Harbor in the visitor guide and TRCVB's effort to include Gig</p>	

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<p>Update of Skansie Ad Hoc Committee review by John Moist</p>	<p>Harbor as a whole. Tammy reiterates that the TRCVB should be able to deliver measurable value- we need to find the right combination to see the added value, they are on that track and progress is being made as they reinvent their approach.</p> <p>Redesign of meeting planners guide and visitor info guide is in progress. TRCVB has hired a new marketing director as well as hiring several additional employees.</p> <p>Wade Perrow and Tammy Blount stated the importance of groups between 15-50. Tammy repeated goal to even 15 - 100 in the shoulder season.</p> <p>Will meet five more times, and more citizens attended this last meeting. The citizens invited to second meeting provided input to the committee and illustrated the residents passion for what is going on. Much historical perspective was given by residents. At the last meeting the mission statement was voted on. John added the aspect of economic development to the mission from downtown businesses perspective which was accepted. Next week the committee will meet and tackle the possibility of Maritime Pier- a presentation will be given by G Hoppen and J McMillan. The timeline is very short and John feels will need to be extended to provide full public input.</p> <p>LTAC asked to attend April 22nd 6:00 presentation.</p> <p>Port of Tacoma could be interested in funding- although that will put restrictions on the use of the dock.</p>	<p>Attend the Maritime Pier presentation on April 22, at 6 pm in Council Chambers</p>
<p>Update on Main Street by John Moist</p>	<p>John Moist was on the developmental committee and is now on the board of directors for Main Street, all documents are filed with state, it is incorporated, organization developments are taking place at this time. They are looking at a 4 pronged committee-</p>	

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	<p>John heading up promotion committee. Economic Development committee working on parking survey and will take results to the city. Main Street is starting membership drive, working towards state certification. Benefits to this include tax benefits for contributors, property owners in state designated area get no/low interest loan for façade upgrades.</p>	
Update on Museum Progress by Laureen Lund	Pouring foundations, walls going up soon, Jan Feb 2009 possible opening date.	
Update on marketing efforts and upcoming events by Laureen Lund	Working on visitor guide for May publication, working with garden tour committee, Street Scramble kick off of Healthy Harbor, passport soon to be at printer and concerts and cinema all ready out	
Issue with website by Laureen Lund	Previous web designer is no longer in business. Working on sending maintenance and any design work needed to the new city designer SiteCrafting. This would enable us to bundle our fees.	Move to new web design and maintenance firm Sitecrafting
Budget for 2009 talk	Possible PR changes, possible trolley. LTAC requested no funding to Port Orchard group or Maritime Pier.	Laureen will continue to explore possibility of trolley purchase. LTAC will draft budget at July meeting.
Tourism Strategic Plan	The committee is asked to spend time revisiting strategic plan, revise the current strategic plan will be the starting point.	Karen will distribute the Strategic Plan along with the minutes from this meeting
Judson/ Harborview Stakeholders participation		John Moist has offered to serve on this committee
Next Meeting		July 10 th , 2008
Meeting adjourned 9:20 am		
Respectfully submitted,  Karen Scott		