

OUTLINE MINUTES

Lodging Tax Advisory Committee

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

Date: September 17, 2009 Time: 8:00 am Location: VIC conference room
 Scribe: Karen Scott

Members Present: Sue Braaten, Janis Denton, Randy Fortier, Kathy Franklin, Laureen Lund, Carola Stark, Derek Young, Warren Zimmerman

Members Absent: Jennifer Kilmer, Jannae Mitton Jolibois

Staff Present: Karen Scott

Topic	Recommendation/Action	Follow-up (if needed)
Big Gig Campaign	<p>Review of the Big Gig campaign, no properties could track the booking generated from the Big Gig campaign. Randy pointed out that he has had a steady occupancy for the duration of the campaign, guests are booking later but booking. Overall consensus is the campaign created good, consistent awareness.</p> <p>We have a large supply of BIG GIG cards left, as well as a large supply of WA VIS GUIDE. Laureen expressed desire to do on-line vs. print due to excess produced.</p>	
Kitsap Visitor and Convention Bureau	Laureen questioned the committee: what does the LTAC think of the \$3000, currently budgeted for 2010 to KRVCB. Laureen state that Jean Boyle has left the KCVB. The	Laureen will discuss the options for budgeting with Angela Belbeck, City Attorney, and make the changes as asked by the LTAC to the 2010 budget upon Angela's approval.

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	committee, as a group, asked if we have seen any interaction with the new administration. Randy asked if we can re-word our budget narrative to have flexibility with contributions to the DMO's.	
Budget Retreat	Derek will email Laureen and copy Karen if something arises from the budget meeting that the LTAC needs to know.	Karen will forward any emails to the committee regarding budget during the time Laureen is on vacation.
Fall Events	<p>Laureen ran through the list of events for September and October stating there is still plenty going on in the harbor, Film Fest, Galaxy Theater will host the festival this year. Laureen pointed out visitors, retail buyers (both local and non-residents) are continually coming in. The VIC has had amazing numbers through the month of September to date. Laureen proposed doing some brainstorming--</p> <p>- Big Gig style—Big Gig continues through the end of Sept, to include the golf specials through the end of September. The committee elected to forgo the golf specials through winter. The committee did not find value in (measureable) partnering with Canterwood due to fees, times etc. This will be good information for future partnering with Canterwood. The marketing office is partnering with GHHWA on the Candlelight Christmas event and the upcoming Valentines event. The marketing office is continually promoting Uptown events. Janis suggested that we work with the restaurants to put together packages, Derek suggested working with the local paper to promote a staycation special. Janis seconded that idea and proposed that we get in the new Gig Harbor Life newspaper. Laureen also suggested</p>	<p>Kathy offered to be on the Gig Fest 2010 committee.</p> <p>Laureen will be meeting with the TRCVB in late October to discuss opportunities.</p> <p>Laureen will continue to send Port Orchard Independent press releases and follow up with them and focus on visitors coming from within the region.</p>

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	<p>working with Gig Harbor Life and reported that she will be working with TRCVB on a future proposal for small meetings. Laureen also pointed out that the Port Orchard Independent is a good source for stories. She will continue to send POI press releases and follow up with them. Randy is considering bringing back his comedy night.</p> <p>Warren talked about his visit for Chelan and the different events they had going on, multiple events on one weekend. He suggested that Gig Harbor investigate them to see if they are having success. Carola talked about working together on these multiple events and the importance of cross promotion. Laureen mentioned her Marketing 101 course and the possibility of bringing that back. Warren talked about the cross promotion of this years' Gig Fest and how it will be even more productive and thorough in 2010. He is currently working on that committee and will be meeting next month for the second time. Laureen mentioned having a lodging person or persons on the Gig committee would be a valuable addition. Randy suggested having the Gig as weeklong event, bordering it on the other weekend with an event, Randy suggested the parade stretch from one area to the next.</p>	
Association of Washington Cities	Derek stated cities throughout Washington may be looking at lodging tax funds to move into general funds needs to support their budgets. He stated that he would like to have the lodging tax advisory council support at any upcoming meetings.	<p>LTAC committed to support if needed.</p> <p>UPDATE: AWC's Legislative Committee is NOT supporting a move to shift lodging tax dollars to the general fund.</p>
City Budget Overview	Derek gave a quick review of the budget	

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	stating he is hopeful it will be finalized on by late November.	
Meeting adjourned 8:45 am Respectfully submitted, Karen Scott		