



LODGING TAX ADVISORY COMMITTEE MINUTES

DATE: July 1st, 2010

TIME: 8:30 am

LOCATION: Gig Harbor Visitor Center

MEMBERS PRESENT: Sue Braaten, Janis Denton, Tom Drohan, Carola Filmer, Kathy Franklin, Jennifer Kilmer, Laureen Lund, Wade Perrow

MEMBERS ABSENT: Derek Young, Warren Zimmerman, Jannae Jolibois

STAFF PRESENT: Karen Scott

OTHERS PRESENT: Rob Karlinsey

AGENDA

1. WELCOME
2. BUDGET 2010 DISCUSSION
3. VISITOR CENTER
4. MEETING PLANNER MARKETING PLAN
5. MUSEUM GRAND OPENING
6. 2010 AMATEUR
7. UPCOMING EVENTS
8. NEXT MEETING October 7, 2010 with additional meetings if necessary

The meeting was called to order by Laureen Lund at 8:30 am and she welcomed new member Tom Drohan to the committee.

Budget 2011 Discussion – Laureen explained where the marketing department is at this point, outlining a rough budget for 2011 and where numbers are for this year. Wade Perrow asked what the revenue stream looks like to date and where our budgeting should be set. Laureen pointed out that our numbers have a 3-4 month delay in reporting. Committee agreed we should be setting the budget based on our percentage less of income, to date around 20% Laureen asked what the priorities are to the committee, what you would like to give up and / or prioritize. Laureen asked for now, that committee members provide input on the suggested expenditures as listed, so she can continue to build a proposed budget.

Sue mentioned she did not see much from the bus ad and Lauren pointed out the challenge in tracking. Jennifer seconded the opinion. The committee agreed that bus advertising is lower priority, with Tom stating social media is a top priority. Jennifer suggested marketing school / sports tournaments. Lauren said she is meeting with the Tacoma Sports Commission Director Tim Waer next week and would give the committee an update on that after her meeting.

Lauren discussed the golf campaign asking whether the properties were seeing any activity. Sue Braaten said that she is not seeing much activity and that she will be doing some research about lodging rates in Tacoma.

TPA- discussion moved to TPA. Lauren said because we were left off the grant receivers list she is working with Tim (Waer) to talk about future projects in order to utilize some of the TPA funding. Jennifer asked what Tacoma Sports Commission does, Lauren stated they go out and recruit tournaments to the area. Kathy (TRCVB Board Members) said there is a real focus amongst the TRCVB on Tacoma and Tacoma Metro Parks. Conversation moved to the dollar figure budgeted to TRCVB and KVCB. The committee all agreed that those figures should be revisited. Lauren suggested penciling in \$2500 to TRCVB and 1500 KVCB. Jennifer asked "what would we lose with \$2500 to TRCVB?" Tom asked what we get for these contracts. Lauren stated, "We are present on their website and have access to their people, sales staff, etc." She reiterated the importance of having access to their people and Sue seconded that there is always value relationships, as did Kathy. Lauren will meet with Tammy from the CVB and get back to the committee.

Jennifer stated she will be doing a survey about rooms booked for the museum conference. Quickly Wade stated 6, Kathy 6, and Sue 3 or 4.

Jennifer discussed the possibility of non profits using the museum conference room, which seats 49 comfortably, once the museum is open. She is working on a plan to accommodate these groups, once a quarter, on a no-cost basis.

VISITOR CENTER - Rob Karlinsey joined the discussion and reviewed the proposal given to the chamber to share the current VIC space. He pointed out that the chamber has turned down that offer and are looking at other locations. Rob stated they, the City, wanted Lauren to co-habitat but that there was just not sufficient room at the center. Kathy said that the VIC runs beautifully the way it is and expressed her disappointment to see it heading in this direction. Jennifer suggested collaboration at a different space. Lauren stated that the city owns the current VIC and that it seems silly to pay rent, that the marketing department could not afford to pay rent. Rob shared that likes having Lauren on site at the VIC, continuing "It is a

professional run operation and there are tons of reasons why it is good to have her (Laureen) here.” Rob stated that if there are deliverables here if they are in the current VIC, city owned, building. Wade stated, “if the city has an effective model then there would be standards”. Rob reiterated that is why having Laureen in the building to help guide them would be useful. Rob questioned whether Warren really understands what he will be taking on. Rob stated if they locate here they will be required to represent everyone. Continuing, “There will be too many questions as to why the city would be operating a VIC if the Chamber also operates one.” Rob continued stating “To avoid that, that is why we are entertaining asking the Chamber to come here. There is, however, opposition by at least 3 council members.” Janis Denton suggested renting this building and go into a larger building with the chamber. Wade noted the number of buildings for rent currently, also noting statistically it does not work to have more than 1 visitor center. Rob suggested we go back and ask the Chamber about renting the current VIC and co-locate at a new location. Jennifer seconded stating the number one suggestion would be to relocate. Everyone agreed that a collaboration would be best for the community. Rob agreed to explore it more with the Chamber.

MEETING PLANNERS– Laureen gave a copy to each committee member. She reviewed the requests from Wade and Sue and stated that the communication between the hotels is great, noting that she is talking with them weekly. Laureen stated we will be hosting a single Meeting Planner page on our website and have joined 2 organizations in hopes of networking to meeting planners. Collateral material and database continue to be developed and should be ready in a few weeks.

MUSEUM OPENING SEPTEMBER 18TH - We have gone to our city council to ask for more funds for a public relations person in hopes of getting more exposure. Carol Zahorsky is currently working with the museum on this. Jennifer stated that the opening exhibit will be Stars and Stripes, flag memorabilia. Jennifer stated that the museum rack card that Laureen is printing will have a listing of exhibit schedules over the next year.

2010 AMATEUR – Laureen passed around the golf piece produced, asking the committee to look at the golf page on the website and informed them about the concierge line. Sue stated we are a golfing community and that we have an opportunity for this market.

FOOD AND WINE FEST AUGUST 7TH - Jennifer asked the hotels to put together special packages, Jennifer will email them to discuss specifics.

UPCOMING EVENTS – Janis said she thought Laureen was doing a lot of great events and the museum will be a wonderful addition. Carola Filmer briefly discussed the upcoming projects for the boat shop.

Meeting was adjourned at 9:40. Next meeting scheduled for October.

Respectfully submitted,

Karen Scott, Administrative Assistant