



## LODGING TAX ADVISORY COMMITTEE MINUTES

**DATE:** October 7, 2011

**TIME:** 8:30 am

**LOCATION:** Gig Harbor Civic Center, Executive Conference Room

**MEMBERS PRESENT:** Sue Braaten, Mary DesMarais, Tom Drohan, Laureen Lund, Mona Sarrensen, Derek Young, Warren Zimmerman

**MEMBERS ABSENT:** Jannae Jolibois, Kathy Franklin, Sue Loiland

**STAFF PRESENT:** Karen Scott

**OTHERS PRESENT:**

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Derek Young called the meeting to order at 8:50.

Review of current projects- Laureen Lund reviewed the marketing plan and the billboard advertising possibility. She reviewed the options for billboard info yet has not heard back from owner on pricing or availability. She also reviewed bids for video for 2011, and the concepts for print (in the very first drafts). She informed the committee on the meetings held over the past month with the military, their tour of Gig Harbor, their visit with the Mayor, tour of Narrows Airport, and feel we are making more connections for meetings with them.

Glass roots – The third year of this TRCVB plan call for meeting with four professionals through luncheons throughout the region (4 in total). Laureen thought it was the best yet, Tacoma, Olympia, Sea Tac, and Portland. Laureen is working on a draft of the literature that will be going out to those attendees which was approximately 50. The model has been revised from last year in which more money was spent and more time was put in (in 2010). Mona Sarrensen raised the question as to whether these contacts would go through the TRCVB or whether these groups would go through them directly. Laureen stressed the importance of massaging that relationship. Tom Drohan shared that he has received several emails to him directly and felt positive about the feedback he's received. Sue Braaten asked when the commitment needs to be made and Laureen stated it would be now, but firm by the first of the year. Tom stated that maybe Portland would not be on the radar screen in 2012, he thought it was the weakest. Sue suggested fam tours and Laureen said it is in the works yet talking to these people is a

time thing with them. They have little of it. Tom re-iterated that the reminders do resonate.

WA Tourism Alliance- Mary DesMarais and Laureen attended a meeting last week, and she reviewed their mission. The City is a member. Derek said that it is not coming back (WA Tourism Office). Laureen stated that several organizations have been and are successful without government funding. So it is possible.

Media success- a very good article was written for Journal Publications as a result of a weekend travel writer visit with donations by Tides, Destiny Harbor Tours, Green House Restaurant, Maritime Inn and many others. Specifically written for the Issaquah Herald.

LTAC– As approved by City Council Sue Loiland will complete Jennifer Kilmer’s term, Tom’s term ends at the end of year and Warren and Mary’s term ends at Jan 2013. Next meeting is January 5th and we will look at nominations for the open position at that time.

Follow Up- Review of feedback from tourists at the Gig Harbor Farmers Market provided by Dale Schultz – very positive. Laureen said she continues to feel that it is a good tourist tool. Dale has requested a market on Sunday at Skansie Park, in development – stay tuned.

Mona asked about why there is no fuel dock and Derek ran through the history of the previous two fuel docks in town stating that funding and permitting are the issues. Warren Zimmerman outlined a ‘leasing’ program that is available in Canada, possibility of anchoring fuel docks in the harbor in summer months. Derek had said he had not heard of that and would bring it up in future discussions. Continuing by saying Canada may have different environmental rules but he would bring it up with the Mayor.

Warren reviewed the status of his new membership directory “Community Profile and Relocation Guide”. He stated that this is a new piece in the economic development arena. \$1650 for full page ad with a break for advertising in both. Laureen stated that the City bought an ad and it will focus on “Meet in Gig Harbor”.

Respectfully submitted,

Karen Scott, Marketing Assistant