



## LODGING TAX ADVISORY COMMITTEE MINUTES

**DATE:** July 5, 2012  
**TIME:** 8:45 am  
**LOCATION:** Gig Harbor Civic Center, Executive Conference Room  
**MEMBERS PRESENT:** Sue Braaten, Tom Drohan, Mary DesMarais, Kathy Franklin, Laureen Lund, Sue Loiland, Jannae Mitton, Mona Sarrenson, Councilmember Young,  
**MEMBERS ABSENT:** Warren Zimmerman  
**STAFF PRESENT:** Karen Scott  
**OTHERS PRESENT:** Lindsey Munson

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The meeting was called to order by Councilmember Derek Young at 8:50 am.

Kathy Franklin shared kudos to Laureen for media success and for the fabulous looking visitor guide.

### **Budget Discussion**

#### **Advertising**

Sue Braaten questioned the value of \$8000 Advertising for Sunset. Laureen agreed. The committee agreed 425 and possibly Southsound are more valuable than Westsound Home and Garden. Kathy Franklin stated gearing towards women would be beneficial as she feels they make up to 80% of travel arrangements. In reviewing the 425 ads, Derek asked, "Is the cost to readjust the ads could much. Laureen clarified the "Got Gig" campaign is a series of ads depicting Gig Harbor as an activity based destination. Sue asked to re-direct the campaign in 425 to attract meetings.

Mona Sarrenson made a motion to drop Sunset and refocus those dollars towards 425, Southsound and online in 2013. Motion passed.

### **Tacoma Regional CVB**

The committee agreed that Bennish Brown has been a good addition to the TRCVB and they are comfortable with staying at the same level of contribution of \$5000.

Derek asks to propose the budget as amended, Kathy seconded. Motion passed.

Kathy stated that you will not see the results until the seed have been planted in the travelers mind. Laureen stated that the success with the media has been a sustained effort for the last 14 years. It is not something that just happens.

Derek expressed interest in using the video in online ads

Meeting adjourned at 9:40 am.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Yan".

Marketing Assistant