



LODGING TAX ADVISORY COMMITTEE MINUTES

DATE: June 27, 2013
TIME: 7:30 am
LOCATION: Gig Harbor Civic Center
SCRIBE: Maria Tobin
MEMBERS PRESENT: Kathy Franklin, Jannae Mitton, Sue Braaten, Lindsey Munson, Mona Sarrenson, Karen Scott, Tom Drohan, Warren Zimmerman
MEMBERS ABSENT: Mary DesMarais, Councilmember Tim Payne
OTHERS PRESENT: Maria Tobin, Kati Wright

INTRODUCTION

Karen brought the meeting to order at 7:45 am. Karen opened the meeting with discussion regarding the projected 2014 budget. Karen passed out copies of the 2014 DRAFT budget.

Print advertising- Karen asked for the committee's feedback about South Sound Magazine and West Sound H&G. She stated that she thought they should be removed from the budget because it served a demographic too close to home; therefore, would not reach a market that would facilitate overnight stays. Karen felt that it would be in the best interest to reach readers outside of our local area. Kathy agreed. Karen stated 425, Alaska Air and Journey would be highlighting our print ad ops for leisure travelers, Leisure Group Travel, South Sound Wedding Guide, Going on Faith for group travel. Committee agreed.

Jannae asked if the projected print ad dollars are equivalent to last year. Karen confirmed. Jannae inquired about a surplus of budget dollars. Karen responded that a surplus would rollover into the next fiscal year.

Sue asked about the funding for the Skansie House completion and Karen explained that the funding came from Parks. Karen then reported that UW architect students would be working in Gig Harbor studying architecture for the summer.

Occupancy Report - Kati inquired about the occupancy reporting again for this summer. It was discussed that this is the responsibility of the Chamber. Karen asked Sue if she found the occupancy report helpful. Sue confirmed, especially July and August. A meeting is scheduled on July 9th with Tracy at the Chamber to go over reporting and possibly bringing the occupancy report back to life.

Computer expenses- Karen informed the group that the marketing department is in need of two new computers, updating our warranty, and a new server sometime next year to support the ever-growing photo library. This is included in the draft budget.

The Garden Tour ad- was discussed and Kathy said she that felt that the event was not drawing in overnight business. Lindsey agreed. Karen will re-visit whether or not to include a garden tour ad in the DRAFT budget.

Video- Jannae asked for clarification on the video production budget. She voiced concerns about remaking a video that had substantial funding toward it just last year. Sue agreed. Karen explained that during the Ad Hoc it was unanimously agreed that the committee wanted to update the video because of its inability to discern Gig Harbor from other tourist destinations. Kati and Mona suggested a steady cam and cinematic captioning to help advertise and cinematic photography. Kati mentioned that she has contact that with some people who work in video production and could possibly come in under budget. Kathy asked for a consensus on remaking the video. Jannae said if it were decided to the remake the video, that it should be a video that will last several years. Karen mentioned that to get another video would not be completed for approximately 1 year from now therefore our current video will be on the table for the time period that was originally identified, 2 years. The next video will focus on appealing to a US Open visitor and have a shelf life of 3 years. The cost could be trimmed back after looking at reasonable RFP's in late winter 2014, before production begins.

Kathy suggested getting the video out to a national level. Karen replied that we need to do some research to get it out to a national level. It was suggested that the new video should include some proximity to the Chambers Bay for the US Open 2015. It was agreed that the video production should go out for bid and that there should be a designated video subcommittee.

Karen will look into additional broadcasting ops for 2014 Budget.

US Open 2015- Karen remarked that she is hoping to have a meeting with Marco Malich about sprucing up Gig Harbor in terms of cleaning up signs for the US Open 2015. Karen will schedule a meeting about our involvement in the US Open. Kathy suggested that the focus for Gig Harbor in this US Open was to sell Gig Harbor because vacancies are already at a minimum for the event. The focus should be for repeat business.

Seattle Boat show-Karen shared that the Councilmember Jill Guernsey is very excited have a booth and membership with the National Marine Trade Association and the 10-day boat show and wants to put together a meeting on July 24 for anyone working on promoting the boat show. Everyone welcome to this interest meeting. 3pm, Civic Center.

Next meeting announced for 12 September 2013 at 7:30 am. Meeting Adjourned at 8:45am.

Respectfully submitted,

Maria Tobin
Marketing Assistant