



LODGING TAX ADVISORY COMMITTEE MINUTES

DATE: September 9, 2014
TIME: 7:30 am
LOCATION: Gig Harbor Civic Center, Executive Conference Room
SCRIBE: Maria Tobin
MEMBERS PRESENT: Jannae Mitton, Kathy Franklin, Warren Zimmerman, Mary DesMarais, Councilmember Tim Payne, Lindsey Munson, Tom Drohan, Mona Sarrensen,
MEMBERS ABSENT: Sue Braaten
STAFF PRESENT: Karen Scott

INTRODUCTION

Councilmember Tim Payne called the meeting to order at 7:37 am in the Executive Conference Room. Presented to the LTAC were the following handouts: Lodging Sales Tax Figures through June 2014; a 2015-2016 spending proposal; Komo 4 broadcast schedule; an Alaska Air Advertising informational handout and the latest rack card publications. The meeting opened with discussion regarding the 2015-2016 Biennial Budget.

1. Budget discussion

Ms. Scott referred to the 2015-2016 spending proposal that was passed out and requested the committee to provide feedback on the need for a Media Consultant as a part of the 2015 US Open, and also asked about continuing the contribution for the PT Trolley for 2015 and 2016.

Ms. Scott advised the group that in 2014, the City contributed \$25,000 toward the Trolley and she stated that she believes that Pierce Transit will possibly ask for the same amount; however, that will be determined September 22nd as Pierce Transit presents their proposal to City Council. Councilmember Payne asked if everyone in the group agreed with providing support for the PT Trolley for 2015 & 2016, and he was not met with any objections.

Ms. Scott then asked the committee if they felt it necessary to hire a media relations professional to help develop and implement a strategy for the City of Gig Harbor as a

part of the US Open 2015. Within the proposal, the 2015 budget has allotted \$25,000 for such a contract. The committee agreed that it was not only pertinent, but it would be advantageous to hire someone as soon as possible to begin marketing Gig Harbor, as it is less than a year out from the tournament. The committee suggested putting out a call to various media relations consultants to return back to the committee with at least three qualified professionals to decide on in October. A subcommittee to evaluate interested parties was established, consisting of Ms. Sarrensen, Ms. Mitton, Ms. Munson and Ms. Franklin. As for the remainder of the proposal, the majority of the LTAC committee agrees with the 2015-2016 spending proposal presented at this meeting.

2. Website update show and tell

Ms. Scott presented the LTAC with the new website that is estimated to go live in October.

3. Update on Visitor Information Centers and Go West Summit

Ms. Scott reported that the Skansie VIC has been wildly successful and has even more visitors than what was anticipated since its opening at the end of July.

Mr. Zimmerman also advised the committee that he will be presenting City Council with the need to update the Visitor Information Center on Judson and the Gig Harbor Chamber of Commerce will be asking the City for funding to assist in an upgrade for tenant improvements for the Visitor Information Center. Some technical upgrades are also necessary to keep the visitor center up to date in relation to other visitor centers in our local area. Zimmerman anticipates these upgrades taking place in the first quarter of 2015 and has not yet determined a budget amount for this upgrade.

As a result of the Go West summit, Karen announced that Gig Harbor will be hosting two travel writers in the fall that learned of Gig Harbor after attending the Summit. A travel writer from Hong Kong, with a radio show there, is planning to come back to Gig Harbor in coordination with the TRCVB and another travel writer from San Francisco, an author of a girlfriend travel blog and website, is coming back in October to visit and write about her stay in Gig Harbor.

4. Video premier, broadcast schedule

The Committee was presented with the new tourism video completed in August 2014 to

replace the existing tourism video that was filmed in 2012. Ms. Scott advised the hotels that she would supply them with their individual editions shortly. The committee was also advised that Komo will be supplied a 15 and 30 second version and a schedule of that airing was provided to all committee members.

5. Upcoming events

Ms. Scott advised the committee of the important upcoming presentations to City Council: Both the US Open Chamber Economic Development Subcommittee update and Pierce Transit Trolley update will both be presented at the City Council Meeting on September 22nd at 5:30 pm.

6. Confirmation of next meeting

The group agreed upon the next LTAC meeting to be scheduled for January 13th 2015, 7:30 am at the Gig Harbor Civic Center.

7. Adjournment

This meeting adjourned at 8:48 am

Respectfully submitted,



Maria Tobin
Tourism & Communications Assistant
City of Gig Harbor