



LODGING TAX ADVISORY COMMITTEE

AUGUST 2021 MEETING AGENDA

DATE: August 12, 2021
TIME: 11:00 AM – 12:00 PM
LOCATION: Join Zoom Meeting
<https://zoom.us/j/93352757315>
Call-in: (253) 215-8782
Meeting ID: 933 5275 7315

Call to Order

- Review and Approval of July minutes
- MRSC Presentation: Eric Lowell on LTAC Grant directives
- Overview/Update: 2021 Visitors Guide
 - Print – Received
 - Distribution issues continue
 - Digital – launch site: www.visitgigharborwa.com + forward www.gigharborguide.com
- Press releases:
 - Next year's graphic design re-do – no art files for old logo
- 75th Anniversary – July 12 – Banner hung over Harborview; (produced) – DPI sold to Minuteman, this was not produced or billed.
- Brochure production for 2022
 - Fall features
- Upcoming press coverage
 - 1889 Magazine – Gig Harbor weekend getaway
 - Freelance journalist: Chaney Kwak
- Increased posts on social
 - Instagram, Facebook, pages, etc.
- Fall short-lead travel media pitches; off-season
 - Topic brainstorm
 - Shoulder season ideas

Adjourn

Next Regular Meeting: September 9, 2021



LODGING TAX ADVISORY COMMITTEE

JULY 2021 MEETING MINUTES

DATE: July 8, 2021
TIME: 11:00 AM – 12:00 PM
LOCATION: Join Zoom Meeting
<https://zoom.us/j/93352757315>
Call-in: (253) 215-8782
Meeting ID: 933 5275 7315

Call to Order: Mayor Kit Kuhn at 11:13AM

Present: Stephanie Lile, Jenny Wellman, Jannae Mitton, James Karrer; Mayor Kit Kuhn, Tourism Laura Pettitt; Interim City Clerk Josh Stecker

Excused Absence: Sue Braaten, Mary DesMarais

Absent: John Moist, Warren Zimmerman

- Review and Approval of June 10 minutes
 - **Motion to Approve:** Jannae Mitton
 - **Seconded:** Jenny Wellman
- 15 minute OPMA video (required) – to view on own time and report back for August meeting
- Review: Lodging Tax Fund
 - Estimate of \$200,000 for 2021 revenue in total, already outpacing that (Attachment #1)
 - Laura Pettitt describes pacing for lodging tax collection
 - Expenditures (Attachment #2)
 - Laura Pettitt reported on recruitment for assistant position; YTD expenditures low due to COVID restrictions, spending to be amplified to standard levels with return of in-person events.
- Review of 2021 LTAC allocation process
 - Future year proposal for council review
 - Laura Pettitt - going from 30k – 125k is a good increase, we did not see a massive increase in applicants to support an allocation of more than 125k. We did see new applicants, and more varied events are occurring with new events
 - Mayor Kuhn gives an update on council OK to go out for 2022 application process
 - Jenny Wellman concerned with advertisement and publicity in the community
 - Stephanie Lile concerned on who can receive these funds and who received PPP grants, noting that Bainbridge Island arts orgs could get more funds for operations and marketing.
 - **Motion** to approve the \$125k in grants for 2022 events: Mayor Kit Kuhn
 - **Seconded:** James Karrer
 - **Discussion** – Stephanie Lile mentions that she wants a full review of the total fund before discussing the grant budget. Jenny Wellman also mentioned reviewing full budget. Laura Pettitt mentions an even application of the total budget – 25% per category, and a trickle-down benefit to all city organizations and nonprofits through destination marketing for those that apply and those that don't, review of the committee's role as an advisory committee to the budgeting process, but not given the role of final budget approval. Conversation on what other communities do and

If there are best practices we can follow. Mayor Kuhn mentions inviting Finance Director Dave Rodenbach to discuss the fund in total. Jannae Mitton mentions that she would prefer to not make the decision today without more collectors. Laura Pettitt mentions the tie of a percentage to the total fund has several concerns on how an equal amount would apply to other approved LTAC categories like destination marketing, and how we stabilize the process of funding the tourism department for the future; mentions analytics and measurement to make sure funds have an impact on tourism as a form of guidance for future spending. Clarification on Council approval of funds for paddlers dock.

▪ **Motion Withdrawn for discussion and vote within Special Meeting 07/22/21**

- Overview/Update: 2021 Visitors Guide
 - Print – Received
 - Distribution / Certified Folder – Laura Pettitt reports back on the issues with LIKE Media not honoring the 2020 contract on distribution, and instead doing their own. The Visitors Guide will not be distributed on ferries and at the airport, the City has a very small allocation and we are concerned they will not last the year. There was no contract, and the decision to move forward with a guide happened without the city's approval. To get distributed via Certified Folder, it would be a \$5k cost to the city.
 - Digital – launch site
- Tourism and Communications Director Laura Pettitt reports on the following:
- Press releases:
 - Summer Sounds and Movies in the Park – out
 - Brochures printed
 - Signage printed
 - Next year's graphic design re-do – no art files for old logo
- 75th Anniversary – July 12 – Banner hung over Harborview; (produced)
- New Netshed brochures produced
- Proclamation and announcement at July 13 1st Summer Sounds Concert of the year
- Upcoming press coverage
 - Le Wild Explorer (LA)
 - 1889 Magazine – Gig Harbor weekend getaway
- Increased posts on social
 - Instagram, Facebook, pages, etc.
- Pop Up Concert complete
 - Redemption, good reception
- Summer short-lead travel media pitches; Fall
 - Topic brainstorm
 - Shoulder season ideas

Adjourn at 12:31p

Next Regular Meeting: August 12, 2021



LODGING TAX ADVISORY COMMITTEE

JULY 22, 2021 SPECIAL MEETING MINUTES

DATE: July 22, 2021
TIME: 11:00 AM – 11:30 AM
LOCATION: Join Zoom Meeting
<https://zoom.us/j/93352757315>
Call-in: (253) 215-8782
Meeting ID: 933 5275 7315

Call to Order: by Mayor Kit Kuhn at 11:10a

Present: Jannae Mitton; Warren Zimmerman; James Karrer; John Moist; Tourism and Communications Director Laura Pettitt; Interim City Administrator Tony Piasecki; Finance Director Dave Rodenbach

Absent: Sue Braaten; MaryDesMarais; Jenny Wellman

- Review 2021 LTAC Grant approach, provide feedback
 - Supporting Materials: 2021 Budget YTD spend, 2021 LTAC Grant Proposal
 - Laura Pettitt reports on the outcomes of 2021 LTAC Grant Application structure of spending \$125k in total, up from \$30k, with a grant cap of \$20k per application. Review of four categories of LTAC fund spending. Proposal to apply 25% of total budget to each of the four categories, which puts us at approx. \$125k for 2022 LTAC grants.
 - Update from MRSC on what grant funds can apply to – nonprofit only, does it include for-profit businesses
 - Review of fund overage – Blue Ribbon Committee; understaffed department; COVID directive not to encourage tourism during lockdown
 - Focus on sustainability, fair application of budget funds to each of the four categories; and high focus on return on investment – retaining the events and organizations that make our destination great, and encouraging innovation through new events.
 - Report on other funding mechanisms available to nonprofits through the city
 - In 2020, only \$75k was awarded, not spent due to COVID; in 2019 – only \$22k.
 - Discussion – Warren Zimmerman on 25% of budget to administrative costs – why is that so low as opposed to past years – Laura Pettitt responded that we are working to balance the budget and spend equally in the four categories, where as we had underspent on DMO costs and overspent on certain tourism marketing costs, we were not spending in the right ways. Administrative costs should never have been at 50% of the budget.
 - **Motion to Approve** maintaining the 2021 grant structure for 2022, with exception of the percentages present to the committee: Mayor Kit Kuhn;
 - **Seconded:** Warren Zimmerman
 - **Vote in favor:** Jannae Mitton, James Karrer, John Moist, Warren Zimmerman
 - **Those opposed:** N/A
- **Motion to adjourn:** Jannae Mitton
- **Seconded:** John Moist

Adjourn at 11:38a

Next Regular Meeting: August 12, 2021