



## LODGING TAX ADVISORY COMMITTEE

### FEBRUARY 2021 MEETING MINUTES

**DATE:** February 11, 2020  
**TIME:** 11:00 AM – 12:00 PM  
**LOCATION:** <https://us02web.zoom.us/j/89766965251?pwd=aW1Qbm5zbEVBMUZmWWU4MFRQaUNnZz09>  
Meeting ID: 897 6696 5251  
Passcode: 376718  
One tap mobile: +12532158782,,89766965251#,,,,\*376718# US (Tacoma)

- **Meeting Called to Order at 11:08a by Committee Chair Mayor Kit Kuhn**
- **Committee Members Present:** Jenny Wellman, Jannae Mitton, Mary DesMarais, Sue Braaten
- **Staff Members Present:** Laura Pettitt – Tourism and Communications Director; Josh Stecker – Assistant City Clerk
- **Guests:** Warren Zimmerman – Chamber of Commerce (pending member)
- Review of Nov 2020 Minutes
  - Motion to approve: Mary DesMarais, seconded by Jenny Wellman – Motion Passes
- Review Jan 2021 Minutes
  - Motion to approve: Mary DesMarais, seconded by Jannae Denton – Motion Passes
- Review of new applicants for remaining collector position
  - John Moist – Arabella’s Landing (collector) - has not yet applied, Laura Pettitt to follow up
  - Terisha – Inn at Gig Harbor (collector) – has not yet applied, Sue Braaten followed up several times
  - James Karrer – Vacasa (collector), Potential concern on location not in Gig Harbor
  - PleasureCraft Marina – Laura Pettitt has left voicemail
  - Del Mar Lodge – Erik Giddings – Laura Pettitt has spoken with Erik, Sending new link for round of interviews to take place in March via City Council
  - Feedback from Council on past applicant Janny Denton – Council felt they wanted someone who resides in Gig Harbor for more than six months a year
  - Confirmation that State and Council Guidelines set the Committee at Four Receivers / Four Collectors. Next Opening for Receiver will be in September 2021. Interest from below parties:
    - Ariel Gustanski – Greater Gig Harbor Foundation (receiver)
    - Peninsula Art League member TBD (receiver)
    - Richard Soulam – Galloping Gertie (receiver)
- 2021 Visitors Guide – Production to Begin, Suggestions on Content
  - Digital version for 2021; QR code signage at touchpoints for easy access
  - Diane Bertram to monitor locations via contract – Laura Pettitt to arrange
  - Mass Rack Card Printing - In years past, vendors or events each submitted \$500 per in order to run one mass print. Laura Pettitt to investigate and arrange for 2021/22
    - Rack card to be printed with QR code for access to schedule / capacity on Pierce Transit Trolley App
- LTAC Grant Open Date for Remaining \$50,000

- Pitch out to local media; news flash and email – Laura Pettitt to send 2/12
- Peninsula Art League email issue fixed
- We need your support in getting the word out!
- Double-checking community list to include past recipients (Fenny Friis at PTSD, Director at GHFF)
- Including next open date starting in Mid-August open date; \$125,000 available again.
- April Meeting – reviewed by LTAC, 4/8; grants awarded by 4/26
- **Event Calendar:**
  - Race for a Soldier permitting application in (9/18)
  - Waterfront Farmers’ Market permitting application in (June 3 start date)
  - Trolley start date shared from Pierce Transit modification – likely June 14. New photography and Rack cards to be completed, Laura Pettitt to work on these items with Pierce Transit. Next stakeholder meeting March 18.
- **City Events:**
  - Summer Sounds at Skansie - taking band interest + setting schedule for six weeks
  - Movies in the Park – setting six week schedule, tentative for COVID (mid-July through August)
- **Call for sponsorships for Movies, Concerts open**
- **Volunteer Schedule – Skansie House**
  - Volunteer Coordinator Barb Borscheit resigning; Laura Pettitt to work with volunteers to schedule re-training via Zoom in advance of re-opening (tentatively Phase 3)
- **SeeSound – data shared on top out of state and in-state visitors destinations**
  - Areas of out-of-state opportunity: Portland; Bay Area – surrounding communities (boating); Los Angeles; San Diego; Phoenix; Dallas; Austin; New Jersey; Boston; Northern Virginia
  - Areas of in-state opportunity: Bellingham; Spokane; Wenatchee; Tri-Cities; Vancouver; Anacortes

**Meeting Adjourned by Committee Chair Mayor Kit Kuhn at 11:59a**

Next Regular Meeting: March 11, 2021