



LODGING TAX ADVISORY COMMITTEE

Minutes of the May 13, 2021 meeting

Call to Order: Committee members present: James Karrer, Jenny Wellman, Mary DesMarais, Warren Zimmerman, John Moist, Stephanie Lile. Committee members excused: Kit Kuhn, Sue Braaten and Jannae Mitton

Staff Present: Tourism and Communications Director Laura Pettitt and Assistant City Clerk Josh Stecker

Approval of Minutes: Approval of the minutes of the April 21 were deferred until the next meeting.

Discussion Items: Laura Pettitt updated the Committee on the status of the City's tourism promotion efforts including:

- Overview/Update: 2021 Digital Visitors Guide
- Trolley Pledges
- Digital Ad Spend Update
- Calendar of Events update
- Summer Sounds Lineup
- Movies in the Park Lineup
- Rack Card production
- Spring short-lead travel media pitches

Laura Pettitt advised the committee that they are planning to have a representative from MRSC attend the next meeting to answer questions about LTAC functions.

Adjourn: The meeting adjourned at 12:10 p.m.