



LODGING TAX ADVISORY COMMITTEE

MAY 2022 LTAC MEETING AGENDA

DATE: May 12, 2022

TIME: 12:00 PM – 1:00 PM

LOCATION: Join Zoom Meeting
<https://zoom.us/j/93352757315>
Call-in: (253) 215-8782
Meeting ID: 933 5275 7315

Agenda

- **Approve March 2022 minutes**
- **Review Pace Chart**
- **Gig Harbor Trolley 2022 Schedule**
 - Update from Pierce Transit; Council Study Session set for June 30
- **Open LTAC Collector position**
 - Extend until September when STR permit moratorium lifted
- **Update on Visitors Guide**
 - Content in graphic design; ad sales minimum reached; new photography sourced from several local photographers
 - Mail to 5,200 residences in the Gig Harbor city limit; 25,000 total copies now, more on order pending
 - Ad Sales / Event sponsorships underwrite larger Summer Sounds acts
- **Firework policy changes**
 - Limit from 5 days to 1 (9a – 11:59p, July 4) - Communications to be sent out starting June 1
 - Signage throughout city
- **Collateral Design**
 - Summer Sounds roll-up banners; rack cards; 11x17 posters available
 - Golf; Fine Dining; Harbor Sips Tour; Historic Netsheds (Lita Dawn on content); Outdoor Pursuits (trails, parks hiking); On the Water; Cultural Highlights (walking tours, HHM, Boat Shop, Meetings & Events; Accommodations; Event Calendar; Top 10 Things to Do)
 - Summer photography needed – updates to accommodations photos? Can arrange shoot dates
- **Media Recap:** TBEX FAM tour; Best Life Most Picture Perfect Spot Pitch; Top 16 Most Friendly Towns in America
- **Upcoming Media:** IFTWA FAM tour, Freelance outreach to PNW drive-market journalists for activity-based Spring and Summer stays
- **Events**
 - Summer Sounds call for vendors out
 - Movies in the Park at Sehmel
 - Classic Boat Festival and GH Beer Festival this weekend
 - June: DWA Farmers Markets start June 2, Maritime Gig Fest June 4, Garden Tour June 24
 - Continued work on Holiday destination – chestnut roasting, outdoor vendors on weekends, ice rink

Adjourn

Next Regular Meeting: June 9, 2022