



LODGING TAX ADVISORY COMMITTEE

MAY 2021 MEETING AGENDA

DATE: May 13, 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 Apr 21 Special Meeting Minutes
- Overview/Update: 2021 Digital Visitors Guide
- Trolley Pledges
 - Received: Uptown
 - Pending: Heron's Key, Chamber, DWA, Inn at Gig Harbor
- Digital Ad Spend Update
- Calendar of Events update
- Summer Sounds Lineup
- Movies in the Park Lineup
- Rack Card production – Trolley rack card arrives 05.21.21, Cascade Print Media negotiated rate for vendor partner cards TBD.
- Spring short-lead travel media pitches
 - Topic brainstorm

Adjourn

Next Regular Meeting: June 10, 2021



LODGING TAX ADVISORY COMMITTEE

SPECIAL MEETING – LTAC GRANT ADDITIONAL CONSIDERATION MINUTES

DATE: April 22, 2021
TIME: 4:00 – 4:15 PM
LOCATION: <https://us02web.zoom.us/j/82995426515?pwd=cEZwVkJuMXBSS2U5ckVvQ1I5Zkdudz09>
Meeting ID: 829 9542 6515
Passcode: 680248
One tap mobile
+12532158782,,82995426515#,,,,*680248# US (Tacoma)
+16699009128,,82995426515#,,,,*680248# US (San Jose)

Call to Order

KK called to order at 4:02p

**Present: Laura Pettitt, Sue Braaten, Jannae Mitton, James Karrer, Jenny Wellman, Mayor Kit Kuhn
Stephanie Lile, Mary DesMarais**

Absent: John Moist, Warren Zimmerman, Stephanie Lile, Mary DesMarais

- Review of Gig Harbor Sportsmans Club Spring LTAC Grant Application
 - James Karrer – trees pleasing, events at Sportsmans Club
 - Sue Braaten – recommends taking \$1000 from 5 to make \$5k
 - Mayor – city replanted trees on easement, city purchase price of \$729k for land, replant on some land; would rather alter awards than ask for extra money; in support of \$4-5k
 - Stephanie Lile – unusual ask in the LTAC sphere, significant LTAC reserve, recommendation for this to come from LTAC reserve
 - Mary – wanted to ensure \$ was not removed from HHM allotment, as they were not awarded full amount
 - Jannae – propose for \$5k out of ask of \$7k
 - Le Rodenberg for GHSC: \$300k was given back to city for contamination out of \$729k paid for easement; jewel within city limits, less beautified w/out trees; 100 new homes across street. Enhancement of club inside and out, prevents noise and buffer light pollution. Attraction of tourists to GH on a beautiful location, looking to restore that.
 - Jenny Wellman – agree with others, hope to make a one-time change to total allocation; kayak team on full funding, \$3.5k for ticket sales / income; awarding Kayak Club full amount / United by Music first year as well-- \$5k award recommended for GHSC
 - Warren Zimmerman – commentary on applicability of trees to final attraction of new tourists to GH, recommendation for event application for Fall call for applications
 - Jannae Mitton recommendation – remove GH Foundation - \$1k, Music - \$1k, Canoe- \$2k + \$1k left

- Review of existing allocations per 04/08/21 LTAC Meeting
 - Canterwood Ladies Golf Association – Washington State Women’s Golf Association Championship
 - Motion by Sue Braaten to award \$1000 in grant funding for marketing; seconded by Jannae Mitton.
 - Motion passed.
 - Gig Harbor Foundation Cider Swig
 - Motion to award \$5000 by Jannae Mitton; seconded by Mary DesMarais.
 - Motion passed.
 - Harbor History Museum – Museum Marketing and 10th Anniversary Harbor Rocks
 - Motion to award \$15,000 by Sue Braaten; seconded by Mayor Kit Kuhn – Stephanie Lile abstained from this vote
 - Motion passed.
 - United by Music – Make Music Day
 - Barbara Hammerstein provided commentary on program reach and audience
 - Motion to award \$7000 by Sue Braaten; seconded by Jannae Mitton
 - Motion passed.
 - Gig Harbor Boat Shop – Eddon Boatyard Tour Program
 - Motion to award \$6000 by Jannae Mitton; seconded by Mayor Kit Kuhn
 - Motion passed.
 - Peninsula Art League – Open Juried Art Show
 - Motion to award \$5,000 by Jannae Mitton; seconded by Sue Braaten
 - Motion passed.
 - Gig Harbor Canoe and Kayak Racing Team – The Narrows Challenge
 - Motion by Sue Braaten for \$10k, seconded by Jannae Mitton
 - Motion passed.
 - Total current allocation: \$50,000
- Reconsideration of allocation
 - Motion for \$5k award to Gig Harbor Sportsmans Club by Mayor Kit Kuhn, with allocation from existing awards as follows:

	ASKED	AWARDED	
WSWGA State Championship Event Marketing Expenses	10,000	1,000	
2021 Peninsula Cider Festival	5000	4000	
Museum Marketing and 10th Anniversary Expenses	20000	15000	
Make Music Day: Fest4All Event Expenses	9750	6000	
Eddon Boatyard Tour Program / Staffing	7500	6000	
Open Juried Show and Art Workshop Event Expenses	6000	5000	
Narrows Challenge Event Expenses	20000	8000	
Tree Planting	7000	5000	
Open Juried Show and Art Workshop Event Expenses	6000	5000	
Narrows Challenge Event Expenses	20000	8000	
Tree Planting	7000	5000	
	85,250	\$50,000	

Seconded by Sue Braaten
Stephanie Lile – voted no
Motion passes, 6 to 1

Stephanie Lile – confirm this goes before council on 4/26 – Mayor confirmed.

Adjourn at 4:40p: Sue Braaten motioned, Mayor Kit Kuhn seconded

Next Regular Meeting: May 13, 2021