



# LODGING TAX ADVISORY COMMITTEE

## SEPTEMBER 16, 2021 SPECIAL MEETING

### AGENDA

**DATE:** September 16, 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 August minutes
- Review of LTAC structures around WA
- Update on assistant position
- Events:
  - Gig Harbor Monkeyshines
  - Crescent Valley Lavender Farm
  - Gig Harbor Now
  - Gig Harbor Lacrosse / Gig Harbor Soccer Tourney
  - Gig Harbor Taproom event for BBQ & Brews
- MRSC Presentation: Eric Lowell on LTAC Grant directives – follow up q's
  
- Overview/Update: 2021 Visitors Guide
  - Print – Received
    - Distribution issues continue
  - Digital – launch on 8/29: [www.visitgigharborwa.com](http://www.visitgigharborwa.com) + forward [www.gigharborguide.com](http://www.gigharborguide.com)
  - SEO titles included, plan to add feed of user-generated images from social sites
  - Digital campaign, for a spend of \$15,000 for the remainders of the year
  - MPI ad running to encourage meeting planner inquiries and destination recognition
  - 2022 Visitors Guide – out in early 2022.
- Partnership with VKP
  - Participation in TBEX FAM tour cancelled for health reasons (TBEX cxl, to reschedule)
  - Renegotiated to include media database access to Critical Mention / media tracking
- Potential:
  - Interest in a skating rink in GH for December?
  - Interest in S'mores stations?
- Event sponsorship + visitor guide ads outreach for annual planning (one round) to begin in
- Content development – photography, video, drone, etc.
- Press releases:
  - Next year's graphic design re-do – no art files for old logo
- Brochure production for 2022
  - Netshed brochure and golf brochure in the works,
  - our calendar of events brochure for 2022 is in the works
  - a food and wine / brewery guide brochure in the works for fall / shoulder season exploration.

- Signage around town
- Digital Kiosk – A Live Promo contract
- 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 Winter
  - Topic brainstorm
  - Shoulder season ideas

### **Adjourn**

Next Regular Meeting: October 14, 2021



## LODGING TAX ADVISORY COMMITTEE

### AUGUST 2021 MEETING MINUTES

**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 at 11:02a:** Mayor Kit Kuhn

**Present:** Eric Lowell, MRSC; Laura Pettitt, Tourism and Communications Director; Josh Stecker, Interim City Clerk; Tony Piasecki, Interim City Administrator, Sue Braaten; James Karrer; Warren Zimmerman; Jenny Wellman

**Excused Absence:** John Moist; Jannae Mitton; Mary DesMarais

- Review and Approval of July minutes
  - July 8 – Motion to approve – Jenny Wellman; Seconded – James Karrer; Approved
  - July 22 – Motion to approve – Warren Zimmerman; Seconded – James Karrer; Approved
- MRSC Presentation: Eric Lowell on LTAC Grant directives
  - Spent on Tourism Activities and Tourism related
  - Cities that have populations of 5k or more – review funding applications and recommended
  - Can accept applications from for-profit businesses impacting tourism
  - Cannot be for capital improvements (outside of municipality-owned structures)
  - Grant caps are common, but not advised because they would like to encourage diversity of responses, however, we have specifically chosen to do this to increase diversity of funding.
  - Strategy is to equally fund the four quadrants under LTAC funding applications
  - Grants can be given to events just outside city limits, as long as they drive tourism within city limits
- Overview/Update: 2021 Visitors Guide
  - Print – Received
    - Distribution issues continue
  - Digital – launch site: [www.visitgigharborwa.com](http://www.visitgigharborwa.com) + forward [www.gigharborguide.com](http://www.gigharborguide.com) – in process by end of August
- Press releases:
  - New website release
  - Fall event cancellations – focus on socially distanced travel options; itineraries on [visitgigharborwa.com](http://visitgigharborwa.com)
- 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.
- Data Overview: SeeSound Platform update

**Motion to Adjourn – Jenny Wellman; Seconded – Mayor Kit Kuhn**

**Meeting Adjourned at 12:22p**

Next Regular Meeting: October 14, 2021