



LODGING TAX ADVISORY COMMITTEE

NOVEMBER 2021 LTAC MEETING AGENDA

DATE: November 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

Agenda

- Update on ROI from digital ad spend – Datafy/SeeSource
- Review of holiday advertising, gift guide
- Walkthrough of earned media database – Critical Mention
- Winter Escape Ideas / Packaging
- Meetings Push: MPI Planners FAM
- Update: Council recommendation for new LTAC Member
- Tree Lighting: December 4 Details
- Holiday Mural Downtown

Adjourn

Next Regular Meeting: December 9, 2021