



LODGING TAX ADVISORY COMMITTEE

JUNE 2021 MEETING AGENDA

DATE: June 10, 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
 - Changes made to original amount and amended amounts awarded
- Review and Approval of May 13 Special Meeting Minutes
- Overview/Update: 2021 Visitors Guide
 - Print – Cover selection in motion
 - Digital – event cal shaping up, blog content in motion, events + meetings outreach
- Trolley Pledges
 - Received: Uptown, Heron's Key, Chamber, DWA
 - N/A: Inn at Gig Harbor
- Press releases:
 - Summer Sounds and Movies in the Park – 06.08
 - Brochures in production
 - Trolley – 06.09
 - Inaugural journey – electeds + media pitch to news channels out, ribbon cutting on Friday, June 11
 - LP to deliver brochure stands + brochures to trolley stops
- Awarded funds to kayak docks: \$100,000 per Council
- 75th Anniversary – July 12 – Banner hung over Harborview; Proclamation and announcement at July 13 1st Summer Sounds Concert of the year
- Summer short-lead travel media pitches; Long-lead Fall
 - Topic brainstorm

Adjourn

Next Regular Meeting: July 8, 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

- 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 4/8	REDUCED 4/21 AWARD
WSWGA State Championship Event Marketing Expenses	10,000	1000	1000
2021 Peninsula Cider Festival	5000	5000	4000
Museum Marketing and 10th Anniversary Expenses	20000	15000	15000
Make Music Day: Fest4All Event Expenses	9750	7000	6000
Eddon Boatyard Tour Program / Staffing	7500	6000	6000
Open Juried Show and Art Workshop Event Expenses	6000	5000	5000
Narrows Challenge Event Expenses	20000	10000	8000
Tree Planting	7000	0	5000
	85,250	\$50,000	\$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



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.