



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