

OUTLINE MINUTES

Lodging Tax Advisory Committee

(Name of Committee, Board, Task Force, Commission)

Date: September 18, 2008 Time: 8:30 am Location: Comm Room A/ B, Civic Ctr.
 Scribe: Karen Scott

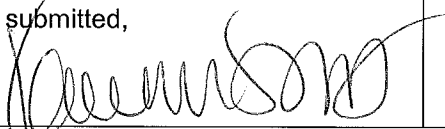
Members Present: Derek Young, Kathy Franklin, Warren Peterson, Randy Fortier, Sue Braaten, Cheri Johnson, John Moist, Wade Perrow, Janis Denton

Staff Present: Karen Scott, Laureen Lund

Guests: Jennifer Kilmer/ Harbor History Museum, Jannae Jolibois/ Maritime Inn

| Topic | Recommendation/Action | Follow-up (if needed) |
|-------------|---|---|
| 2009 Budget | <p>Laureen Lund talked about the cuts she has made to the lodging tax budget-in various areas stating the revenue is relatively flat for 2008 and forecasted that same way for 2009. The Mayor has proposed \$9500 in kind to Main Street (\$6500 in kind rent/ \$3000 in kind promotion).</p> <p>Warren Zimmerman pointed out that the Chamber does provide a valuable service to heads in beds but does not receive Lodging Tax. Randy Fortier pointed out that a more formal request for funds from the LTAC would be of value and we should consider a more formal system for request of LTAC funds.</p> <p>John Moist suggested creating a way of measuring the 'heads in beds' to help in this process. Jennifer Kilmer pointed out that the request for funds could have a narrative as to</p> | <p>Derek Young and Laureen Lund proposed working on the grant topic for the November 17th meeting and possibly fulfilling that for the 2009 budget year. Laureen will create an agenda for November 17th- joint meeting with city council and LTAC.</p> <p>Randy Fortier motion: Accept budget changes to include donation to TCVB of \$20,000 and donation to KVCB to \$5 plus "in-kind" donation to Mainstreet of \$9500 (rent \$6500/ promotion \$3000). Kathy Franklin seconded. Motion passed.</p> |

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| | WHY this particular group is to be provided money. | |
| Skansie House recommendation | John Moist provided the committee members a rundown of Skansie Ad Hoc Committee Recommendations. He suggested all members attend the meeting on September 22 nd at council chambers to support the recommendations. | Attend the city council meeting to show your support to Skansie House as a visitor center. Sue Braaten will speak in support of the entire group. |
| Tourism Strategic Plan | <p>Laureen presented the Tourism Strategic Plan that has been under revision for the last 6 months. The plan is updated for the 2009 – 2013 timeframe.</p> <p>Janis pointed out that they are seeing a number of guests from cruise pre and post ships tour.</p> <p>Warren Zimmerman pointed out that we need to pursue promoting golf at Chambers Bay and other golf courses in the area in addition to encouraging them to use the Narrows Airport</p> <p>Trophy Lake and McCormick Woods will provide a car to pick up boaters to transport them to the courses</p> | <p>Laureen will provide a final of the Strategic Plan for review by the 1st of October.</p> <p>Laureen asks that, if you see a pattern with visitors, from a particular area such as cruise ship, please provide her with figures. This helps when determining the value of particular advertising. She asked Janis and Kathy to get her any figures.</p> <p>Suggestion was made to expand our work with the Tacoma Narrows Airport and packaging.</p> |
| Jennifer Kilmer | Performing Arts presentation, property adjacent to museum being proposed as a performing arts center | <p>Jennifer asked that the LTAC provide a letter of support for location. She feels the property should be secured and supports the idea of center.</p> <p>John Moist motion: The LTAC supports 'the vision and that it is a good location and the properties should be secured.' Sue Braaten, Janis Denton opposes the motion</p> <p>AMENDED: John Moist rescinds the motion,</p> |

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| | | <p>Kathy Franklin seconds- majority accepts the motion</p> <p>New motion: Kathy Franklin proposes support of 'the concept and vision at the proposed downtown location for the performing arts center'. Cheri Johnson seconds, majority accepts the motion</p> |
| Next Meeting Set | | November 17 th , 2008, 6 pm, Council Chambers, City Hall |
| <p>Meeting adjourned 10:45 am</p> <p>Respectfully submitted,</p> <p>Karen Scott </p> | | |