

OUTLINE MINUTES

Lodging Tax Advisory Committee

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

Date: April 9th Time: 8:30 am Location: VIC conference room
Scribe: Karen Scott

Members Present: Sue Braaten, Kathy Franklin, Jannae Jolibois, Randy Fortier, Jennifer Kilmer, Laureen Lund, Carola Stark, Warren Zimmerman

Guests Present: Tammy Blount, Moira Kelly, Shawna Lunde

Staff Present: Karen Scott

Topic	Recommendation/Action	Follow-up (if needed)
Presentation given by Moira Kelly, TRCVB	Moira presented her sales initiatives and followed up on the 2 trade travel shows that our properties had participated in. Moira discussed her visit to the various gig harbor properties.	Karen will ask Sue B. for a list of attendees from Vancouver show for input into Gigabyte
Presentation given by Shawna Lunde, TRCVB	Shawna presented information on her spring sales extravaganza and invited all members. Shawna followed up on TRCVB's continued efforts for leads and booking for existing TRCVB members even those not participating in the spring sales extravaganza	none
FACEBOOK, GIGABYTE, WEBSITE, TWITTER other social networking opportunities	Updates given by Laureen Lund on the current status of website for City and tourism. Slideshow of current website was displayed as well as new gigabyte. Input was given on the design as well as potential additions to database.	None

Topic	Recommendation/Action	Follow-up (<i>if needed</i>)
VIC	Laureen updated on status at VIC, still large numbers of visitors, comparable to last year. Susan Newell leaving position, not filling position. Hours.	Laureen asks properties for possible volunteer opportunities possibly staff members.
BUDGET	Laureen updated on status of budget. She discussed different options for cost saving opportunities. Feedback was given on different ideas. Laureen reiterated that we have cut costs tremendously and we have eliminated any employee training, travel etc. Properties pointed out that their Februarys were actually pretty steady in comparison to previous years.	Laureen asked committee members to start to think about budget priorities, jot them down, email them over to her by mid-May. Laureen will have a draft budget for discussion by July 9th meeting and via email sooner.
Video promotion	Randy pointed out that he sees potential in collaboration on video promotion, State ferries, cable television, other outlets, where we can bundle our efforts of Mainstreet, Chamber, City to have a larger radius	Randy will email his priorities to Laureen
LTAC next meeting		July 9 th at 8:30 am
Meeting adjourned 9:45 am Respectfully submitted, Karen Scott		