



LODGING TAX ADVISORY COMMITTEE MINUTES

DATE: March 8, 2012
TIME: 8:45 am
LOCATION: Gig Harbor Civic Center, Executive Conference Room
MEMBERS PRESENT: Sue Braaten, Tom Drohan, Mary DesMarais, Kathy Franklin, Laureen Lund, Janna Mitton, Mona Sarrensen, Warren Zimmerman
MEMBERS ABSENT: Councilmember Derek Young
STAFF PRESENT: Rob Karlinsey, Karen Scott
OTHERS PRESENT: Lindsey Munson

Meeting was called to order at 8:50 am by Laureen Lund.

Reserve fund use discussion

Billboard advertising. Laureen stated the bill board directly on the Gig Harbor side of the Narrows Bridge is not available during the 2012 year. Sue Braaten stressed the importance that the sign express the LODGING availability in Gig Harbor (since LTAC money may be paying for it). Tom Drohan stated he does see the benefit of the billboard. Kathy Franklin stated it would be beneficial. Laureen summed up by stating she thinks that the LTAC has interest. Laureen stated she would get specific figures for that billboard – that she has attempted to contact the owner and not heard from him. Sue said that the Harbor Graphics building is also available for artwork as well and that it would be a cost of the banner and permitting. She continued, ‘The building owner would love to work with us.’ Laureen stated she would get pricing for the building artwork and information on permitting as well.

Technology upgrades. Sue suggested that we continue to invest more in the website, in addition to increasing our mobile site she thinks that a Gig Harbor Ap would be useful. Laureen reminded the committee that an Ap is in the works in the 2012 budget year. Tom expressed interest in Facebook advertising or Expedia as well as other travel sites to increase our web presence. Laureen will get pricing on several on line advertising options and present at the next meeting.

Harbor History Museum. Rob proposed use of LT dollars to the Harbor History Museum. He stated, ‘The museum is going to be well impacted by the construction

project on Harborview, North Harborview and Donkey Creek Park.' Sue and Mona both stated they could not support that.

South Sound Sports. Discussion on supporting the sports commission if the TPA funds are pulled. This would be a 2013 budget item and will be discussed again at that time.

Electric Car. Rob presented a proposal which includes installing charging stations at a cost of \$5000 each. However Rob is not recommending LT dollars be spent on this and the committee agreed. Kathy stated the city would score some points by looking green and progressive. Tom asked whether the local power company would dig the ditches, land owner buy the box and the city maintain as a cooperative effort?

- Lindsey Munsen said she found added value by attending the MPI conference, possibly more opportunities like that may be available.
- Tom expressed interest in a strong, significant marketing machine.
- Laureen stated a commercial is the 2012 budget. Pointing out however that television is very expensive.
- Sue suggested another 10 to 20k be dedicated advertising.
- Kathy would be against taking 50k for a tv commercial. She stated her vote is for billboard advertising and tech upgrades.
- Tom asked for 10k in for online advertising, Kathy agreed.
- Sue suggested \$10k in advertising, billboard advertising, \$15k for ap and mobile upgrades.

Laureen stated she will do some research on some more pricing and present them to the committee at the next meeting. Email will be sent shortly with a date

Jannae Mitton asked if the city council can overrule the presentation and still give money to the museum. Laureen stated, 'yes'.

The meeting was adjourned at 9:50 am.

Respectfully submitted,



Karen Scott, Marketing Assistant