

GIG HARBOR LODGING TAX ADVISORY COMMITTEE

MEETING MINUTES

JANUARY 10, 2013

Present: Sue Braaten, Mona Sarrenson, Kathy Franklin, Jannae Mitton, Warren Zimmerman, Mary DesMarais, Sue Loiland

Not Present: Derek Young, Tom Drohan

Guests: Denny Richards, Lindsey Munson

The quarterly meeting of the Gig Harbor Lodging Tax Advisory Committee was called to order by Marketing Director Lauren Lund in the absence of Chair Derek Young at 8:50 a.m.

Lauren announced the departure of Karen Scott from the Marketing Department. Karen has taken a full-time position in the Engineering Department. An announcement will be made shortly on Karen's replacement. Lauren encouraged the committee to send Karen a note of thanks for her years of service in the marketing efforts.

Lauren asked for input regarding the billboard advertising that was done in 2012. Lauren felt that was not a good return on the investment and is considering not doing billboard advertising in 2013. Lauren thinks putting additional money towards the Belo T.V. and Online ads is a more trackable campaign. Discussion followed. Everyone agreed. Lauren suggested the billboards could be looked at again mid-year, depending on budget.

Sue Loiland told the committee she was leaving her position as Executive Director of the Harbor History Museum and therefore was withdrawing her nomination for the Lodging Tax Advisory Committee. Everyone wished her well.

Lauren presented the other two nominations – Warren Zimmerman and Mary DesMarais. Lauren reminded the committee that these positions are “at-large” and are not required to be filled by representatives from any certain organization. Lauren also pointed out that Warren and Mary represent two valuable organizations and would continue to be assets to the committee should they be re-appointed. Lauren asked for a motion to accept these two nominees. So moved by Jannae Mitton. Seconded by Kathy Franklin. Motion passed. The nominees will be recommended to the Boards & Commissions Committee and then the City Council in February.

Regarding the opening that remains upon Sue Loiland's withdrawal Lauren will reissue a call for interested parties.

Discussion followed on things going on in the community.

It was requested that the April meeting be moved out one week due to Peninsula School District's spring break. The next meeting will be Thursday April 11th at 8:45 a.m.

Meeting was adjourned at 9:45am.

Respectfully submitted

Laureen Lund