



LODGING TAX ADVISORY COMMITTEE

DECEMBER 2021 LTAC MEETING AGENDA

DATE: December 9, 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

Agenda

- Welcome to Lindsey Stover, newest member of LTAC
- Welcome to incoming Mayor Tracie Markley
- Reconsideration of grant allocation to Lavender Farm / APCC Korean ChuSeok Festival per Council
- Update on ROI from digital ad spend – Datafy/SeeSource & Google Ads
- Review of Lodging Tax Pace Chart (Nov 2021)
- Review of holiday advertising
- Mural unveiling; Santa's Letters; Tree Lighting
- Winter & Spring Planning / Packaging for proactive media pitches
- Summer Sounds and Movies in the Park – selection in process
- Meetings Push: MPI Planners FAM
- Update on T&C assistant

Adjourn

Next Regular Meeting: January 13, 2022