



LODGING TAX ADVISORY COMMITTEE

MARCH 2022 LTAC MEETING MINUTES

DATE: March 10, 2022

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

Call to Order at 11:02a: Councilmember Seth Storset

Present: Seth Sorset, City Councilmember; Sue Braaten; James Karrer; Lindsey Stover; Mary DesMarais, Stephanie Lile,

- Laura called to approved February minutes, Sue motioned, Mary seconded
- Updated on 2022 LTAC Grants - Award Notifications out
 - o GH Celtic Music Fest Canceled, \$6000 grant available
- Review of 2022 YTD Lodging Tax Fund Pace Chart: 113% pace, Josh clarified it has a two-month lag time. We will adjust and review next meeting.
- STR Public Comment Period / Planning Commission – you can review proposed regulations and we'll be open for public comment again
 - o STR Alliance has been formed, 140+ members
 - o \$800k in 2021 in revenue in GH total
- Stephanie motioned to discuss LTAC grant remaining funds, Josh advised that the Mayor will need to review and approve. \$250k ending fund balance appears to need allocating. Laura will send update on actual allocation numbers.
- Update on photography and media outreach – dedicated day per month to gather content
 - o Laura – first Thursday of each month
 - o Jennicca – third Tuesday of each month
 - o LTAC council advised to tip for content ideas
- Update on Visitors Guide: Content completed, ad sales in motion, ahead of schedule
- Insight on Spring Datafy/SeeSource & Google Ads performance metrics
- Short lead media pitches – Easter / Spring events / Paddlers' Cup / Community Paddlers' Dock launch
- Spring & Summer Planning / Packaging for proactive media pitches
 - o Floating dinner parties – Duffy Yachts
 - o GH Beer Fest
 - o Waterfront Farmers Market
- Summer Sounds – Press Release drafted
- Meetings Push: MPI Planners FAM
- Re-signed annual partnership contracts with Travel Tacoma + Visit Kitsap

- Media Visit: Chaney Kwak – New York Times, Travel + Leisure, Conde Nast Traveler
- Mary: encourage visitors to visit waterfront during construction
- Lindsey: HWW needs volunteers and to put the word out.

Adjourn

Next Regular Meeting: April 14, 2022