



## LODGING TAX ADVISORY COMMITTEE

### JULY 2021 MEETING AGENDA

**DATE:** July 8, 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

#### Call to Order

- Review and Approval of June 10 minutes
- 15 minute OPMA video (required)
- Review: Lodging Tax Fund
  - Estimate of \$200,000 for 2021 revenue in total, already outpacing that (Attachment #1)
  - Expenditures (Attachment #2)
- Review of 2021 LTAC allocation process
  - Future year proposal for council review
- Overview/Update: 2021 Visitors Guide
  - Print – Received
    - Distribution / Certified Folder
  - Digital – launch site
- Press releases:
  - Summer Sounds and Movies in the Park – out
    - Brochures printed
    - Signage printed
    - Next year's graphic design re-do – no art files for old logo
- 75<sup>th</sup> Anniversary – July 12 – Banner hung over Harborview; (produced)
- New Netshed brochures produced
- Proclamation and announcement at July 13 1<sup>st</sup> Summer Sounds Concert of the year
- Upcoming press coverage
  - Le Wild Explorer (LA)
  - 1889 Magazine – Gig Harbor weekend getaway
- Increased posts on social
  - Instagram, Facebook, pages, etc.
- Pop Up Concert complete
  - Redemption, good reception
- Summer short-lead travel media pitches; Fall
  - Topic brainstorm
  - Shoulder season ideas

#### Adjourn

Next Regular Meeting: August 12, 2021



## LODGING TAX ADVISORY COMMITTEE

### JUNE 2021 MEETING MINUTES

**DATE:** June 10, 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

#### **Call to Order KK – 11:11a**

**Attending: John Moist, Jenny Wellman, Jannae Mitton, James Karrer, Stephanie Lile, Josh Stecker, Laura Pettitt, Chair Kit Kuhn**

**Absent: Sue Braaten, Mary DesMarais**

- Review and Approval of Apr 21 Special Meeting Minutes
  - Changes made to original amount and amended amounts awarded
    - Motion to approve – Stephanie Lile
    - Second - Jannae Mitton
    - All approve
- Review and Approval of May 13 Regular Meeting Minutes
  - Motion to approve – Jenny Wellman
  - Second - Jannae Mitton
  - All approve
- Overview/Update: 2021 Visitors Guide
  - Print – Cover selection in motion
  - Digital – event cal shaping up, blog content in motion, events + meetings outreach
- Trolley Pledges
  - Received: Uptown, Heron's Key, Chamber, DWA
  - N/A: Inn at Gig Harbor
- Press releases:
  - Summer Sounds and Movies in the Park – 06.08
    - Brochures in production
  - Trolley – 06.09
    - Inaugural journey – electeds + media pitch to news channels out, ribbon cutting on Friday, June 11
    - LP to deliver brochure stands + brochures to trolley stops
- Awarded funds to kayak docks: \$100,000 per Council
- 75<sup>th</sup> Anniversary – July 12 – Banner hung over Harborview; Proclamation and announcement at July 13 1<sup>st</sup> Summer Sounds Concert of the year
- Reapplication of GHSC for \$5000 in other (approved) LTAC funding?
  - Motion for readjustment of funds allocated, no second LTAC application for 2021 funds allowed for GHSC – John Moist
  - Stephanie Lile second
  - All approve – motion passes
- Summer short-lead travel media pitches; Long-lead Fall

- Topic brainstorm – N/A

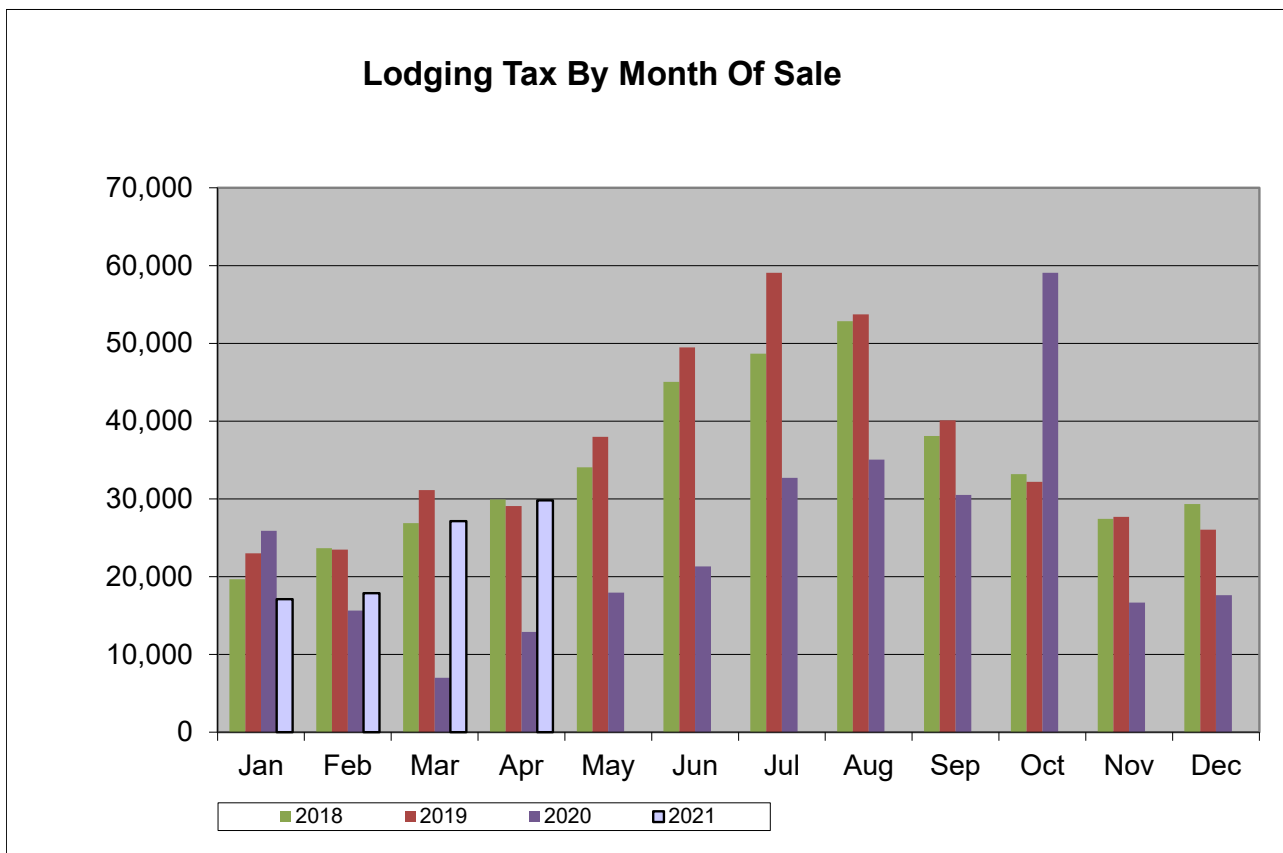
**Adjourn 12:18p: John Moist motioned; Jenny Wellman Second**

**All in favor, motion passes.**

Next Regular Meeting: July 8, 2021

## Lodging Tax By Month Of Sale

Month	2018	2019	2020	2021	% Increase Over (Under) Prior Year
Jan	19,672	23,010	25,874	17,095	-34%
Feb	23,641	23,481	15,648	17,864	14%
Mar	26,881	31,136	7,011	27,150	287%
Apr	29,911	29,084	12,901	29,807	131%
May	34,054	37,962	17,940		-100%
Jun	45,039	49,477	21,311		-100%
Jul	48,683	59,081	32,692		-100%
Aug	52,856	53,707	35,034		-100%
Sep	38,089	40,093	30,493		-100%
Oct	33,192	32,191	59,077		-100%
Nov	27,431	27,672	16,648		-100%
Dec	29,331	26,033	17,623		-100%
	<b>408,780</b>	<b>432,927</b>	<b>292,252</b>	<b>91,916</b>	<b>-69%</b>



General Ledger  
Hotel-Motel Fund 107



User: WilliamsM  
Printed: 6/7/2021 3:42:32 PM  
05/01/2021-05/31/2021

Account Number	Description	Budget	Period Amt	Ending Balance	Variance	Exp %
<b>107</b>	<b>Hotel - Motel</b>					
107-029-508-00-00-00	Ending Fund Balance	0.00	0.00	0.00	0.00	0.00
508	Ending Fund Balance	0.00	0.00	0.00	0.00	0.00
107-029-557-30-00-00	Tourism	0.00	0.00	0.00	0.00	0.00
107-029-557-30-11-00	Salaries	68,700.00	3,964.24	16,138.51	52,561.49	23.49
107-029-557-30-12-00	Overtime	500.00	262.51	1,345.68	-845.68	269.14
107-029-557-30-21-00	Personnel Benefits	25,900.00	1,584.35	7,120.43	18,779.57	27.49
107-029-557-30-31-00	Office & Operating Supplies	15,000.00	71.04	153.90	14,846.10	1.03
107-029-557-30-35-00	Small Tools & Equipment	3,500.00	0.00	83.19	3,416.81	2.38
107-029-557-30-40-00	Tourism	0.00	0.00	0.00	0.00	0.00
107-029-557-30-41-00	Tourism - Professional Service	28,000.00	211.97	2,461.97	25,538.03	8.79
107-029-557-30-41-20	L&I Insurance Premium	0.00	0.00	0.00	0.00	0.00
107-029-557-30-42-00	Communications	10,000.00	420.20	4,009.02	5,990.98	40.09
107-029-557-30-43-00	Travel	1,950.00	0.00	27.35	1,922.65	1.40
107-029-557-30-44-00	Tourism - Advertising	118,000.00	0.00	0.00	118,000.00	0.00
107-029-557-30-45-00	Operating Rentals & Leases	1,200.00	330.57	862.15	337.85	71.85
107-029-557-30-48-00	Building Maintenance	42,615.00	0.00	0.00	42,615.00	0.00
107-029-557-30-49-00	Tourism - Miscellaneous	155,750.00	451.00	2,312.16	153,437.84	1.48
107-029-557-30-49-10	Conference Training	0.00	0.00	103.70	-103.70	0.00
107-029-557-30-51-00	Intgov't Professional Services	0.00	0.00	0.00	0.00	0.00
557	Community Services	471,115.00	7,295.88	34,618.06	436,496.94	7.35
107-029-594-57-63-18	Signs	10,000.00	0.00	0.00	10,000.00	0.00
107-029-594-57-64-00	Capital Expenditures	0.00	0.00	0.00	0.00	0.00
594	Capital Expenditures	10,000.00	0.00	0.00	10,000.00	0.00
107-029-597-00-00-00	Transfer out	0.00	0.00	0.00	0.00	0.00
597	Operating Transfers-Out	0.00	0.00	0.00	0.00	0.00
<b>107</b>	<b>Hotel - Motel</b>	<b>481,115.00</b>	<b>7,295.88</b>	<b>34,618.06</b>	<b>446,496.94</b>	<b>7.20</b>