



LODGING TAX ADVISORY COMMITTEE

AUGUST 2021 MEETING AGENDA

DATE: August 12, 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 July minutes
- MRSC Presentation: Eric Lowell on LTAC Grant directives
- Overview/Update: 2021 Visitors Guide
 - Print – Received
 - Distribution issues continue
 - Digital – launch site: www.visitgigharborwa.com + forward www.gigharborguide.com
- Press releases:
 - Next year's graphic design re-do – no art files for old logo
- 75th Anniversary – July 12 – Banner hung over Harborview; (produced) – DPI sold to Minuteman, this was not produced or billed.
- Brochure production for 2022
 - Fall features
- Upcoming press coverage
 - 1889 Magazine – Gig Harbor weekend getaway
 - Freelance journalist: Chaney Kwak
- Increased posts on social
 - Instagram, Facebook, pages, etc.
- Fall short-lead travel media pitches; off-season
 - Topic brainstorm
 - Shoulder season ideas

Adjourn

Next Regular Meeting: September 9, 2021