



LODGING TAX ADVISORY COMMITTEE

JANUARY 2021 MEETING MINUTES

DATE: January 7, 2020
TIME: 11:00 AM – 12:00 PM

Mayor Kit Kuhn Called to Order at 11:03a

In Attendance: Jenny Wellman; Mary DesMarais; Janna Mitton; Stephanie Lile; Sue Braaten

Staff: Laura Pettitt, Tourism and Communications Director; Josh Stecker, Assistant City Clerk

Mayor Kit Kuhn, Chair

- Final Call for New Member Applications - Council Interviews on 1/19
 - Applications received:
 - Jenny Denton – recipient
 - Terry Bischel – Best Western Corporate; does not qualify, as property owned is outside of GH City limits
 - Warren Zimmerman – GH Chamber
 - Kimberly Stevens, GM at Inn at GH has announced her resignation from the committee due to time constraints
 - Sue Braaten to reach out for other interest for Inn at Gig Harbor representation
 - Laura Pettitt to reach out and let Airbnb owners and Houseboat operators know of the opening
- Calendar for 2021 Monthly Meetings
 - Committee approved 2nd Thursday of each month
 - Laura Pettitt to send recurring calendar invites for all
- Budget Update: Public Art Catalog \$5,000 Funding
 - Mayor Kuhn provided an update on the projects as approved by Council, in partnership with Arts Commission
 - Motion to Approve:
 - Stephanie Lile moved to approve; Mary DesMarais seconded
 - Approved; Sue Braaten not in support due to need for other priority items
 - Comments included:
 - Mary would like to see a “Where on the Waterfront” style social and digital Campaign using this information as a way to directly support tourism.

- The Committee would like the catalog to include all Public Art around the City – not just City-owned artwork; and they'd like it to include art outside the formal city limits.
- 2021 Visitors Guide – Production to Begin, Suggestions on Content
 - Laura Pettitt updated on quotes from SagaCity and LIKE Media
- LTAC Grant Open Date for Remaining \$50,000
 - Committee agreed on an open date from Feb 10 – March 15, 2021
 - Laura Pettitt to schedule 2-hour meeting in early April to review applications
- Emerging Events: Idea for Youth Engagement / Publicity
 - Laura Pettitt updated on an idea to involve youth in the LTAC Grant process and encourage innovative thought on family and youth-focused future events through either curriculum or club
 - Committee in support, following schools mentioned as possible partners:
 - GHHS / PHS
 - Community Colleges
 - UPS – class / communications prof
 - UW Tacoma – communications prof
- KIOSK
 - Jerisich Park tourism informational kiosk down, City IT department in contact with third-party operators to get this back online
 - Mayor Kuhn noted the importance of this investment, and that he'd like to improve the content and have it and show more information
- Mayor Kuhn Adjourned the Meeting at 12:45p
- Next Regular Meeting: February 11, 2021