



# LODGING TAX ADVISORY COMMITTEE

## MAY 2022 LTAC MEETING MINUTES

**Call to Order at 12:07:** Temporary Chair Laura Pettitt

### Roll Call

**Committee Members Present:** Mary Desmarais; Stephanie Lile; Sue Braaten; James Karrer; Jenny Wellman; Jannae Milton; Lindsey Stover

**City Staff Present:** Laura Pettitt, Tourism and Communications Director; Jennicca Taylor, Tourism and Communications Assistant; Josh Stecker, City Clerk; Tiffany Aliment, Assistant City Clerk.

- **Approved March 2022 minutes,**
  - Jannae Milton motions to approve, James Karrer/Sue Braaten seconded
- **Review Pace Chart, 129.5% ahead of pace for February**
  - Great Paddler's Cup in April, we are able to track how many people came and from where
  - Clarification on dates of lodging tax received from DOR vs. month gathered
- **Gig Harbor Trolley 2022 Schedule**
  - Service will occur June 12- Sept 14
  - Driver shortage will impact service; Route 101 will merge into Route 100, frequency may change
  - Council Study Session set for June 30 on long-term outlook
  - Idea pitched for water taxi, T&C explored - works for events, not feasible for general daily transport
- **Open LTAC Collector position**
  - Extend until September when STR permit moratorium lifted; Sue Braaten remarked that lacking a collector for that long was an issue, Laura Pettitt encouraged those who may know eligible candidates to apply, look to RV operator for GH Resort; other
- **Update on Visitors Guide**
  - Content in graphic design; ad sales minimum reached; new photography sourced from several local photographers
  - Mail to 5200 residences in the Gig Harbor city limit; 25,000 total copies now, more on order pending
  - Ad Sales / Event sponsorships underwrite larger Summer Sounds acts
- **Livestream Webcam update:**
  - city is researching wifi solutions at Jerisich Park to address this issue and payment POS connectivity issues for to get the camera back up and running
- **Firework policy changes**
  - Limit from 5 days to 1 (9a – 11:59p, July 4) - Communications to be sent out starting June 1
  - Signage throughout city
- **Collateral Design**
  - Summer Sounds roll-up banners; rack cards; 11x17 posters available

- Golf; Fine Dining; Harbor Sips Tour; Historic Netsheds (Lita Dawn on content); Outdoor Pursuits (trails, parks hiking); On the Water; Cultural Highlights (walking tours, HHM, Boat Shop, Meetings & Events; Accommodations; Event Calendar; Top 10 Things to Do)
- Summer photography needed – updates to accommodations photos? Can arrange shoot dates – members to reach out with interest + tourism to schedule
- **Media Recap:** TBEX FAM tour; Best Life Most Picture-Perfect Spot Pitch; Top 16 Most Friendly Towns in America
- **Upcoming Media;** IFTWA FAM tour, Freelance outreach to PNW drive-market journalists for activity-based Spring and Summer stays; Nat Geo visit; Freelance outreach
- **Events**
  - Summer Sounds call for vendors out
  - Movies in the Park at Sehmel
  - Classic Boat Festival and GH Beer Festival this weekend
  - June: DWA Farmers Markets start June 2, Maritime Gig Fest June 4, Garden Tour June 24
  - Continued work on Holiday destination – chestnut roasting, outdoor vendors on weekends, ice rink
- **LTAC Grants:** specifics were brought forward on whether Celtic fest fulfilled obligations for the grant as applied.
  - LTAC grant reporting to state auditor – specifically measures a drive in lodging from visitors coming from over 50 miles away.
  - Success of event measurement is tied to the impact on hotels and the collection of lodging tax

**Adjourn at 1:08p: Jannae Mitton motions, Sue Braaten and Mary Desmarais second**

*Next Regular Meeting: June 9, 2022*