



LODGING TAX ADVISORY COMMITTEE

AUGUST 2021 MEETING MINUTES

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 at 11:02a: Mayor Kit Kuhn

Present: Eric Lowell, MRSC; Laura Pettitt, Tourism and Communications Director; Josh Stecker, Interim City Clerk; Tony Piasecki, Interim City Administrator, Sue Braaten; James Karrer; Warren Zimmerman; Jenny Wellman

Excused Absence: John Moist; Jannae Mitton; Mary DesMarais

- Review and Approval of July minutes
 - July 8 – Motion to approve – Jenny Wellman; Seconded – James Karrer; Approved
 - July 22 – Motion to approve – Warren Zimmerman; Seconded – James Karrer; Approved
- MRSC Presentation: Eric Lowell on LTAC Grant directives
 - Spent on Tourism Activities and Tourism related
 - Cities that have populations of 5k or more – review funding applications and recommended
 - Can accept applications from for-profit businesses impacting tourism
 - Cannot be for capital improvements (outside of municipality-owned structures)
 - Grant caps are common, but not advised because they would like to encourage diversity of responses, however, we have specifically chosen to do this to increase diversity of funding.
 - Strategy is to equally fund the four quadrants under LTAC funding applications
 - Grants can be given to events just outside city limits, as long as they drive tourism within city limits
- Overview/Update: 2021 Visitors Guide
 - Print – Received
 - Distribution issues continue
 - Digital – launch site: www.visitgigharborwa.com + forward www.gigharborguide.com – in process by end of August
- Press releases:
 - New website release
 - Fall event cancellations – focus on socially distanced travel options; itineraries on visitgigharborwa.com
- 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.
- Data Overview: SeeSound Platform update

Motion to Adjourn – Jenny Wellman; Seconded – Mayor Kit Kuhn

Meeting Adjourned at 12:22p

Next Regular Meeting: October 14, 2021