

LODGING TAX ADVISORY COMMITTEE

September 2021 Meeting Minutes

DATE: Thursday, September 16, 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 11:09 am: Laura Pettitt

Present: Tony Piasecki, Interim City Administrator; Laura Pettitt, Tourism and Communications Director. Josh Stecker, Interim City Clerk; Diane Bertram, Secretary; Sue Braaten; James Karrer; Mary DesMarais; Jenny Wellman; Janae Mitton and Warren Zimmerman

Excused Absence: Stephanie Lile; John Moist

- Review and Approval of August Minutes
 - Motion to approve – Sue Braaten Seconded – Janae Mitton

- Presentation: Review of LTAC structures in various Washington counties.
 - Discussed the criteria/point system used by surrounding counties to select LTAC Grant recipients.

- Update on Tourism and Communications Assistant position.

- Advance review of LTAC Applicants and proposed events discussed.

- Discussion: Art Wall – Ms. Pettitt discussed plans to bring an Art Wall to Gig Harbor to promote Gig Harbor as a Tourism Destination.
 - Warren Zimmerman, President/CEO, Gig Harbor Chamber of Commerce advised the Chamber is currently looking for a location and funding is already in place. He requested assistance to continue pursuing this project.

- Discussion: Follow-up on MRSC presentation by Eric Lowell.

- Overview/Update: New Gig Harbor Tourism site. Site is currently in Beta stage and is set to launch next week. visitgigharborwa.com
 - The former Gig Harbor site now forwards to the new digital marketing site.
 - The LTAC members were encouraged to provide feedback on the new site and submit events.
- Overview/Update: Distribution of Gig Harbor Visitor's Guides and repair of digital kiosk.
- Discussion: Repair and Replacement of Wood Signs around Gig Harbor.
- Discussion: Gig Harbor Tourism will be partnering with Visit Kitsap Peninsula (VKP)
- Discussion: Ms. Pettitt discussed using Capital Expenditure to bring tourists to Gig Harbor during the winter months. She is currently looking into the feasibility of bringing an ice-skating rink to Gig Harbor to generate revenue and promote tourism.
- Discussion: Potential projects for the 2022 Budget
 - Content development photography drone
 - Update brochures, rack cards and existing walking maps.
- Discussion: Mary DesMarais, Gig Harbor Downtown Waterfront Alliance, discussed the need to promote downtown businesses during the Stinson Avenue Road Construction. Encourage residents to shop local.
- Discussion: Partnering/rebranding Instagram and Facebook pages with the Gig Harbor Guide.

Motion to Adjourn – Mary DesMarais Seconded by Janae Mitton

Meeting Adjourned at 12:05 PM

Next Regular Meeting: October 14, 2021

Respectfully Submitted By:

Diane Bertram
Temporary Tourism Assistant

Date: