



152 W. Cedar Street, Sequim, WA 98382  
PH (360) 683-4139 FAX (360) 681-3448

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Lodging Tax Advisory Committee Meeting –Friday, December 14, 2018 –10:00 a.m.  
Sequim Civic Center, 152 W. Cedar Street  
Burkett Community Conference Room – First Floor

**Agenda:**

Approve minutes from the August 30, 2018 meeting  
Lodging Tax YTD

TEG Grant Applications

1. Frosty Moss Relay
2. Sequim Lavender Experience Sea-Tac Advertising
3. Sequim Lavender Book

Marketing Tools Update

- New Website – launched on September 17
- Social Media Campaign

New Ads

- NW Travel & Life
- Seattle/Portland/Pierce County Transit
- Outdoors Northwest

Articles

- Times Colonist – Cycling the Olympic Discovery Trail from Port Angeles to Sequim
- A Night on the Town in Downtown Sequim – Real Food Traveler
- 30 Landscapes You Won't Believe are in the U.S. – Conde Nast Traveler
- Take a Trip to Sequim and Port Townsend – Seattle Magazine
- Best Places to go in 2019 – Frommer's

New Event

- Sequim Sunshine Festival – February 28 & 29, 2020

2019 Meeting Schedule – all meetings are at 10:00 a.m.

- Friday, March 15
- Friday, June 14
- Friday, August 23
- Friday, December 13

Information Sharing