

Lodging Tax Advisory Committee Meeting via Microsoft Teams
December 10, 2020
Meeting Minutes

In Attendance: Brandon Janisse, Anji Scalf, Namaste Cousins, and Marsha Massey

Staff Liaison: Barbara Hanna

Approval of August 17, 2020 meeting minutes – It was moved and seconded that the August 17, 2020 meeting minutes be approved. The motion passed unanimously.

YTD Lodging Tax – YTD Lodging Tax was reviewed. The July Lodging Tax report reflected a 29.5% decrease in revenue over 2019 and a 17.6% decrease from the 2019 budget. This shortfall was expected due to the COVID-19 pandemic. The numbers are better than the revenue forecast created in April.

Barbara reported that \$50,000 allocated to Tourism Sustainability Grants in response to the Covid-19 pandemic has been refunded from CARES act funds. The committee discussed whether a second round of grants was needed and agreed to assess at the first quarter meeting in 2021 unless they hear of needs sooner.

Grant Applications:

The application for the Frosty Moss Relay was reviewed and a \$2000 grant was moved and seconded for City Council approval. The motions passed unanimously.

Marketing Tools and Updates

- Sequim Pad Map – is in the process of being updated and should be printed in first quarter 2021.

Advertising

Recent ads include

- NW Travel and Life – Sept – Nov issue:
- NW Travel and Life – Dec – Feb issue
- Outdoors NW Fall edition
- Washington North Coast Magazine – Everett (One Tank Getaways)
- 1889 Magazine – Oct – Nov issue

- You Can't Get Any More Northwest Campaign – Sequim co-op ads on KOMO TV and Transit in Seattle, Portland, and Pierce County. Marsha reported that total impressions from the campaign are over \$28 million.

Articles:

- Northwest Travel and Life Magazine has named Sequim one of the 52 places to visit in 2021. With a double page article in their December – February issue. Barb has not received the issue yet.

2021 Proposed Meeting Schedule – The committee will continue to meet quarterly. All meetings will take place virtually over Zoom until in-person meetings are possible. The meetings will take place at 9:00 a.m. The 2021 schedule is:

- Wednesday, March 3
- Wednesday, June 2
- Wednesday, August 18
- Wednesday, December 1

Meeting adjourned.