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Lodging Tax Advisory Committee Meeting –Wednesday, March 3- 9:00 a.m.  
Virtual Meeting through Zoom

**Agenda:**

Approval of Minutes from December 7, 2020 meeting

Lodging Tax YTD

Tourism Enhancement Grant Applications

- Sequim Irrigation Festival

Tourism Sustainability Grants for 2021 - Discussion

Marketing Tools Update

- Pad Map

Ads and Coverage

- Northwest Travel and Life – March/April ¼ page
- Northwest Travel and Life – eblast 22,817 sent 20.4% open or 4,726
- 1889 – Feb/March - moved to April/May (one spring issue)
- 1859 – March/April ½ page – Spotlight Destination – not received yet
- 365 Things to do in Washington State – Scenic WA – 149,000 followers – 17 shares
- Co-op with OPTC for Washington State Visitor Guide
- 25 Best Weekend Getaways in the United States – Vacation Ideas – Dream Vacation Magazine  
<https://vacationidea.com/weekend-getaways/best-weekend-getaways-usa.html>

Sunshine Festival – Update

2021 Meeting Schedule – all meetings are at 9:00 a.m. – Meetings will be virtual as long as we have Covid-19 restrictions

- Wednesday, June 2
- Wednesday, August 18
- Wednesday, December 2

Information Sharing