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Lodging Tax Advisory Committee Meeting –Wednesday, December 1- 9:00 a.m.  
Virtual Meeting through Zoom

**Agenda:**

[Approval of Minutes from August 18, 2021, meeting](#)

[Lodging Tax YTD](#)

2022 Budget Approved

Tourism Enhancement Grant Applications

Marketing Tools Update

- [Downtown Map](#) – Complete

Ads and Coverage

Recent Ads

- [NW Travel & Life - September October](#)
- [1889 - October November](#)
- [Everett Coast Magazine - Fall](#)
- [Road Runner Magazine – Ad and editorial mention](#)

Finalizing 2022 Ad Schedule – Upcoming Ads

- NW Travel & Life Jan/Feb ½ page – January Eblast (Sunshine Fest)
- 1889 Feb/Mar 1/3 page
- 425 Mag Feb/Mar 1/3 page
- Scenic WA – photo listing and January Facebook post (Sunshine Fest)

Fall OPTC Advertising Campaign Co-Op - recap

Sunshine Festival – Update

- [Official Art](#)
- Poster
- Rack cards
- Musicians
- Call for Vendors for Sunshine Market

The public can join the meeting online at  
<https://us06web.zoom.us/j/94354755817>  
or by calling (253) 215-8782 and using ID#  
943 5475 5817.

- Art projects
- Color Run
- Drone Show

Fourth of July Fireworks

2022 Meeting Schedule – need to determine schedule