
Minutes of Lodging Tax Advisory Committee (LTAC) Board Meeting

Dated September 17, 2018

Members Councilman Terry Ryan– LTAC Member, Chair

Present: Shawn Walker – LTAC Member, Lodging
Debbie Copple – LTAC Member, Tourism
Adrienne Hall – LTAC Member, Tourism
Rachel Blake – LTAC Member, Lodging

Staff: Tom Teigen – Department Head Parks, Rec & Tourism
Bridgid Smith – Administration Manager Parks, Rec & Tourism
Annique Bennett – Strategic Tourism Coordinator Parks, Rec & Tourism
Carol Peterson – Tourism Promotion Coordinator Parks, Rec & Tourism
Jim Martin – Legislative Analyst, Council
Amy Spain – Executive Director Snohomish County Tourism Bureau

Documents:

- Meeting agenda
- Minutes from 06/27/2018 Meeting
- Five Year Projection for County-Wide & Local Hotel/Motel Fund 116
- Destination Management Collaborative Framework for SCTB & SCPRT
- Seattle North Country Brand Style Guide
- 2019 Local Hotel/Motel Applications

Opening:

Meeting called to order at 2:00 p.m.

Introductions

Announcements: The Large Fund Public Facilities District (PFD) grant applications deadline was extended out to October 19, 2018. Additional meeting will be scheduled in late October to review those applications.

For the small fund there is \$850,000 in application asks, with only \$479,316 allotted for funding.

Scoring of Applications: Request was made for next year to add a column on score sheets for “Last Year Received”. Members want to look into possibility of having categories (like Pierce County) on the application with a certain limit of funds for each, to help prioritize funding. A year from now there will be a lot more data from Gibson Media to pull from for these categories. Need to teach applicants to collaborate together, get them up and running, and not dependent on LTAC forever. Must be aware that rural area events, if not funded, will not happen. They have no other funding source.

See 2019 Local Hotel/Motel Small Fund Allocations Sheet for list of projects funded.

Final funded amount is \$488,902. (\$9,586 will be pulled from Undesignated Fund and Five Year Plan updated.)

2018 Status Reports: Destination Development – Annique Bennett provided a recap of her 2018 Regional Development work. Her team has had a lot of engagement with the Tribe, as well as work with Propeller and the airport, getting ready for commercial air service. **Marketing and Promotions** – Amy Spain provided a recap of the SCTB’s 2018 marketing/promotions work. They have launched the new Seattle North Country brand. SCTB, SCPRT and Milltown Creative have been working closely on the branding. It’s still in beta phase, but is getting very positive responses. The SCTB just started work on the PR strategy and is working with Shannon Hayes and Kent Patton. Website will not be launched until 1st quarter 2019.

5 Year Plan Update: Bridgid Smith provided handouts of the updated 5 year plan for both County-Wide and Local Hotel/Motel Fund 116 Projections. For County-Wide, the projected revenue growth rate is at 2.5%, but after 2020 that goes up to 5% with commercial air coming in. A suggestion was made for the three line items in the “2019 Projected” column for \$805,000, \$400,000, and \$421,680 to be in aggregate and be a bottom line budget for both Amy Spain’s SCTB budget and Annique Bennett’s Destination Development work. They would work together with these funds and create the 2019 spending plan and figure out best ways to collaborate. Total would be for \$1,626,680 and any defined rollover commitments from 2018, up to \$100,000. Bridgid explained to the new board members the Lynnwood interlocal agreement (ILA) and how this is for their debt services on the Lynnwood Convention Center. There is a 4% escalator each year and the obligation is through 2026. There is a similar ILA for the Everett Stadium.

Motion #1: Councilman Ryan made motion for a recommendation to County Council to build into the budget amount the \$1,626,680 and any defined rollover commitments from 2018, up to \$100,000, for a combined SCTB and In-house/Strategic Tourism Plan budget for a total of \$1,726,680. Shawn seconded. Motion approved.

6/27/2018 Meeting Minutes Approved:

Motion #2: Councilman Ryan made motion and Shawn seconded. Approved.

Meeting adjourned 4:35 p.m.