
Minutes of Lodging Tax Advisory Committee (LTAC) Board Meeting

Dated June 27, 2018

Present : Councilman Terry Ryan– LTAC Member, Chair
Shawn Walker – LTAC Member, Lodging
Debbie Copple – LTAC Member, Tourism
Adrienne Hall – LTAC Member, Tourism
Fred Cruger– LTAC Member, Tourism – stepping down

Absent : 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
Shannon Hays – Communications Specialist Parks, Rec & Tourism
Rich Huebner–Tourism Regional Projects Coordinator Parks, Rec & Tourism
Other : Grant Dull – Executive Director, Lynnwood Public Facilities District

Documents:

- Meeting agenda
- Minutes from 10/23/2017 Meeting
- SCTB Status Update Documents
- Snohomish County Regional Tourism Future Think Tank Feedback Survey
- 2019 Hotel/Motel Grant Application Draft
- Pierce County Lodging Tax – Master Application
- Current Scoring Criteria Worksheets & Final Report

Opening:

Meeting called to order at 1:00 p.m.

Introductions: New board members Debbie Copple and Adrienne Hall. New Communications Specialist for the County – Shannon Hays and New Tourism Regional Projects Coordinator – Rich Huebner. Councilman Ryan gave a nice tribute to Fred Cruger for all the years he has volunteered on the LTAC board and countless number of hours he has spent serving the Snohomish County community.

10/23/2017 Meeting Minutes Approved:

Motion #1: Shawn Walker made motion and Terry Ryan seconded. Approved.

2018 Status Reports: Marketing and Promotions – Amy Spain provided a handout on the marketing and promotions for tourism in Snohomish County, along with the comparison dashboards for 2016, 2017 & 2018. Overall visitor spending is up 6.2% from last year to \$1.11 billion, data provided by Dean Runyan and Associates. She also

discussed the roles and responsibilities of the SCTB and the SCPRT, as well as the 2018 goals which include Milltown Creative for the brand & brand visuals, creative, and content development, along with Gibson Media Inc. for the ad placement and search engine marketing. The SCTB has contracted with Tempest (specialize in tourism websites) to upgrade their website which will be online by the end of the year. A board member asked if during the next round of grants, would the applicants be able to use Milltown Creative and Gibson Media as resources? Any additional work asked of those two vendors would be an additional contract with them.

Destination Development – Annique Bennett gave a brief summary of her regional destination development work which is built off of the regional baseline assessment report. She introduced her staff, Rich Huebner & Nicole McMurray. She stated that the community for the Aviation District Wayfinding project has accepted and will be assuming care and maintenance of the facility. The Skykomish to Snohomish Wayfinding Project is in need of numerous signs at access points, safety signs, etc. There is a good working relationship with the Tulalip tribe, and have had outside funding from Kaiser Permanente & Forterra. Annique re-capped the two days of Tourism Summits and the four Think Tank sessions run by Future iQ for the Regional Destination Development Marketing and Promotions. A handout was provided with the Think Tank Feedback Survey results which highlighted factors influencing our thinking out to 2030 – readying for commercial air service, and visitor transportation with regard to supply chain connectivity for the communities.

Debbie Cople mentioned the trouble her community faces with traffic congestion on Hwy 2 Friday through Sunday. Traffic is so bad that people won't stop because they don't want to get stuck in the long traffic lines, so the Sultan businesses are suffering. Money needs to come from the state level so emphasis needs to go to talking to your legislature.

Public Facilities Districts (PFD) Grants update – Carol Peterson provided an update on the four PFD grant contracts for 2018. All four will be completed by year end, with two of them already being completed, Lynnwood PFD lighting project and the Edmonds PFD roof renovation from 2017 (90% complete). The Edmonds PFD stage lighting and sound system project has been in development and the Everett PFD arena glass and board replacement has started and is estimated to be completed by the end of August 2018.

Proposal for grant application/scoring changes:

The current scoring process for the small fund grant application is time consuming, difficult to implement and needs to be streamlined. The committee discussed different scoring approaches and came up with the following: A green, yellow, red initial classification, with a 0, 1, & 2 score, based off of the grading criteria. 0 means not approved, 2 means approved, and 1 is unsure. So once all scores are tallied, the county staff will do the initial prioritization based on the color/score and then there will be a middle group (yellow) that will need to be discussed at the meeting in September. Using the answers provided on the application and scoring criteria benchmarks, those yellow applications will be discussed and may be bumped to green, or downgraded to red. Information from previous Final Reports will also be considered in the scoring process. Carol will provide final reports in the binders for any applicants that applied in the past. Scoring criteria was also discussed and edits were made along with requests to reduce the overall number of criteria, and removal of the point system. Board will rely on county staff to take these recommendations provided and get the application

updated in time to release it on July 9, 2018. Grant workshop will be the last week in July or first week in August.

Proposed Code Changes:

SCC 4.40.080 Penalties - **Motion #2:** Motion to delete section 4.40.080 – Penalties, of the Snohomish County Code, was made by Terry Ryan, Shawn Walker seconded. Approved.

SCC 4.40.070 Project application and selection process - **Motion #3:** Motion to change wording for SCC 4.40.070 (4)(a) from “a provision of technical assistance by the planning division staff...” to “a provision of technical assistance by assigned County staff...” Terry Ryan made motion, Adrienne Hall seconded. Approved.

Boards & Commissions required training class schedule was announced. Shawn Walker and Debbie Copple have already attended. Adrienne Hall is scheduled for the September session. Need to reach out to Rachel Blake and confirm her training session.

Meeting adjourned 2:27 p.m.