



## **Lodging Tax Advisory Committee (LTAC) MEETING AGENDA**

Snohomish County Department of Conservation and Natural Resources - Parks, Recreation and Tourism Division Administrative Offices at Willis D. Tucker Community Park

ZOOM Conferencing:

<https://us02web.zoom.us/j/84915632802?pwd=QncyQ2padmZiSTJnanNsNGFhQUxsQT09>

Passcode: 492566

Or by Phone: +1 (253) 215-8782, Passcode: 84915632802#

March 4, 2021 – 10:00 am - 12 pm

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- 10:00 - 10:05 a.m. – Welcome and Introductions
- 10:05 - 10:20 a.m. – Public Comment Period, limited to 3 minutes per participant
- 10:20 - 10:25 a.m. – Committee Business
  - Approval of Minutes from February 2, 2021 Meeting
  - Large Fund DMO Marketing Plan available upon request
- 10:25 - 11:20 a.m. – Large Fund Commitments and Reserves- Bridgid Smith
  - **Discussion Topics:**
    - Review of 5 year plan
    - Review of commitments
    - Review of reserve established September 28, 2016

*Open for discussion and questions by LTAC members*

**Action:** Recommendation for maintaining Large Fund current reserves or proposed revisions

**Action:** Recommendations for Large Fund commitments and staff follow up related to Motion #19-418

- 11:20 a.m. - 12 p.m. Small Fund Discussion and LTAC Recommendations

- **Discussion Topic:**

- Small Fund Grant Status 2021 for 2021 Funding

*(Grant Round Opens: TBD)*

- Staff summary review of past applicants based on JLARC data
- If requested, review staff proposal for additional 2021 DMO recovery marketing funding

**Action:** Recommendation for 2021 Small Fund Grant Round for 2021 Funding

- **Discussion Topic:**

- Small Fund Grant Round 2021 for 2022 Funding

*(Grant Round Opens: July 2021 for 2022 Funding)*

\*This means two Small Fund Grant Rounds in 2021

**Action:** Recommendation for 2021 Small Fund Grant Round for 2022 Funding

- **Discussion Topics:**

- Frequency of LTAC meetings and sub-committee meetings

- Small Fund Grant Sub-Committee

- Staff recommendation for an LTAC sub-committee to explore how the Small Fund projects assist with County Strategic Tourism Plan implementation

**Action:** Recommendation for frequency of LTAC meetings and sub-committee meetings