

**TO:** Tourism Advisory Committee

**FROM:** David Kleitsch, Economic Development Director

**DATE:** February 6, 2014

**SUBJECT:** Director's Report

**National Tour Association (NTA)**

Tourism Manager Monroe attended the 2015 NTA Convention in New Orleans January 17-23, 2015. She met with group tour operators to discuss the advantages of staying in Lynnwood when traveling in the Pacific Northwest. Washington State continues to be an attractive destination for group tours, and the meetings with tour operators were very positive. More and more, operators are looking for reasonable alternatives to staying in downtown Seattle. Interest in Lynnwood and the attractions available in Snohomish County continues to increase as tour operators learn what is available. Lynnwood's convenient location, amenities, and value provide a competitive option for tour operators.

**Go West Summit**

Tourism Manager Monroe and Committee Member Spain will be attending the Go West Summit, February 9-13, 2015, in Colorado Springs, CO. This show caters to tour operators who bring visitors to the western United States from outside the county, primarily Asia and Europe. The TAC/LTAC will be briefed on the outcome of Go West at the next meeting.

**Training**

State law requires that members of Boards and Commissions be trained on the rules of open public meetings. A training session will be arranged for an upcoming TAC meeting.

**Joint Committee Meeting**

A meeting has been tentatively scheduled for May 13 from 6:00pm to 8:30pm for all City of Lynnwood Board, Commission and Committee members. The TAC/LTAC will be included. The purpose is to provide a briefing on various activities being undertaken by Lynnwood, particularly the economic development plan and branding, and the opportunities for engagement and collaboration between the members. The Committee will be updated as more information becomes available.

**Next meeting: Tentatively scheduled for March 12, 2015**