

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
City Hall Conference Rooms 1 & 2
December 10, 2009
7:45 AM**

10. Call to Order

Chairperson Simmonds called the meeting to order at 7:47 a.m.

20. Roll Call

Committee Members present:

Chairperson Simmonds
Committee Member Alder
Committee Member Spain
Committee Member Walker
Committee Member Mueller
Committee Member Dull
Committee Member Horrigan

Guests:

Kelvin Moore, Lynnwood Convention Center
Marcie Wirtz, City of Lynnwood
Donna Ambrose, Sno. County Econ. Dev.

Staff:

David Kleitsch, Economic Development Director
Mary Monroe, Tourism Manager
Anya Hennig, Administrative Assistant

30. Approval of Minutes

30.1 Committee Member Mueller made a motion to approve the minutes of the August 13, 2009 meeting. Committee Member Walker seconded the motion. The motion was approved unanimously.

40. Written Communications

None

50. Public Comments

50.1 Marcie Wirtz, City of Lynnwood Special Events Coordinator, Lynnwood 50th Birthday Update

Marcie Wirtz gave an update on upcoming events related to Lynnwood's 50th Birthday Year-long Celebration and passed out commemorative pins to all committee members.

50.2 Donna Ambrose, Snohomish County Economic Development Department, Strategic Tourism Plan Update

Donna Ambrose reported that Snohomish County is still gathering information based on the S.W.O.T. Analysis (strengths, weaknesses, opportunities and threats) faced by the Snohomish County tourism industry. The cumulative report is due out at the end of December. The Snohomish County Lodging Tax Advisory Committee will review the report and make

recommendations for next steps. Tourism Manager Monroe requested that each Lynnwood Tourism Advisory Committee member receive a copy of the analysis.

60. Reports from Committee Members

60.1 Committee Member Dull reported that as of December 10th the Lynnwood Convention Center has more events scheduled for the first quarter of 2010 compared to the same time last year.

70. Resolutions and Action Items

None

80. Staff Reports

80.1 FY2009-2010 Revenue and Budget Review

Economic Development Director Kleitsch gave a brief overview of tourism revenues and the budget. Tourism Manager Monroe reported on the budget summary matrix. She noted proposed spending adjustments due to the revenue situation, and the implications on advertising in 2010. Tourism Manager Monroe concluded her report by saying that there has been an increase in visitor guide leads in 2009 and that she is open to comments and suggestions regarding the spending reductions.

Committee Member Alder advised to not “participate in the recession” by significantly limiting advertising. Committee Member Walker suggested removing the hotel names in the Rooms at Par advertisements to create a smaller ad, and explore creating our own reservation system website, instead of using www.washingtonres.com, to help reduce costs. Kelvin Moore, Lynnwood Convention Center General Manager, mentioned that he has some funds in reserve to participate in advertising if necessary.

80.2 Director’s Report

Economic Development Director Kleitsch reported that the restaurateur representative on the LTAC is still vacant. Committee Member Alder said that he would talk with the Starbuck’s Regional Director.

Director Kleitsch reported on the progress of the Citywide Branding Project and that the Community Survey will be launched on December 4th and will be available until January 17th. All committee members are encouraged to fill-out a survey on the City’s website or on the www.brandlynnwood.com website.

Director Kleitsch reported that the lodging metrics are down countywide, and that lodging metrics will be available at the end of January for 2009.

He reported that the new Holiday Inn Express is hoping to have a “soft opening” in December and to be taking reservations for after January 30. This project will add additional rooms to the Lynnwood inventory.

Tourism Manager Monroe reported that she had recently returned from the National Tour Association (NTA) Conference in Reno, NV and that the format was different this year. The new format was not as effective or successful as before. She reported that there are a couple of tour operators who are putting new product into WA State and that interest in student and youth travel to WA State has increased.

90. General Discussion

Kelvin Moore, Lynnwood Convention Center General Manager, requested to be on the January agenda to give his annual report.

100. Adjournment

The meeting was adjourned at 9:06 AM

Next Meeting

Thursday, January 14, 2010 at 7:45 AM