

**ACTION MINUTES  
LYNNWOOD TOURISM ADVISORY COMMITTEE  
City Hall Conference Rooms 1 & 2  
February 11, 2010  
7:45 AM**

**10. Call to Order**

Chairperson Simmonds called the meeting to order at 7:48 a.m.

**20. Roll Call**

**Committee Members present:**

Chairperson Simmonds  
Committee Member Alder  
Committee Member Dull  
Committee Member Horrigan

**Guests:**

Kelvin Moore, Lynnwood Convention Center

**Staff:**

Mary Monroe, Tourism Manager  
David Kleitsch, Economic Development Director  
Anya Hennig, Administrative Assistant  
Janiene Lambert, City Center Program Manager

**Committee Members absent:**

Committee Member Spain  
Committee Member Walker  
Committee Member Mueller

Director Kleitsch introduced Janiene Lambert, City Center Program Manager. The City of Lynnwood has hired Ms. Lambert to coordinate and advance the City Center Plan.

**30. Approval of Minutes**

**30.1** Committee Member Alder made a motion to approve the minutes of the December 10, 2009 meeting. Committee Member Dull seconded the motion. The motion was approved unanimously.

**40. Written Communications**

None

**50. Public Comments**

**50.1 Don Gough, Mayor**

Mayor Gough was unable to attend this month's meeting. Arrangements are being made to reschedule his visit for the next Tourism Advisory Committee meeting.

## **50.2 Kelvin Moore, General Manager, Lynnwood Convention Center, Annual Report for 2009**

Kelvin Moore presented the Convention Center's Annual Report and answered questions from the committee members. The report can be accessed on the City of Lynnwood, Economic Development, website:

[www.lynnwoodeconomicdevelopment.org/Site/Content/Documents/LLC%20Annual%20Report\\_2010.02.11.pdf](http://www.lynnwoodeconomicdevelopment.org/Site/Content/Documents/LLC%20Annual%20Report_2010.02.11.pdf).

## **60. Reports from Committee Members**

None

## **70. Resolutions and Action Items**

None

## **80. Staff Reports**

### **80.1 Lynnwood Lodging Statistics, 2009**

Tourism Manager Monroe presented the Lynnwood Lodging Statistics for 2009. As in previous years, Lynnwood exceeded the Snohomish County average in all metrics. However, Lynnwood has experienced a decline in all metrics compared to 2008. The metrics for 2009 will be posted to the City of Lynnwood, Economic Development, Tourism website.

<http://www.lynnwoodeconomicdevelopment.org/tourism.ashx?p=1463>

### **80.2 Director's Report**

Economic Development Director Kleitsch provided an update on the Rooms at Par program. Committee Member Horrigan commented that although Canadian tourism has not decreased at the Embassy Suites, tourists are using less expensive booking channels than the RAP site to reserve rooms. A discussion followed regarding finding other avenues of marketing to Canadians and to offer more joint marketing/specials with Alderwood and the hotels.

Director Kleitsch updated the committee on the Snohomish County Strategic Tourism Plan process. Chairperson Simmonds proposed that a letter expressing Lynnwood's interest and involvement in the process be sent to Donna Ambrose, Snohomish County Economic Development Manager, with copies sent to County Executive Reardon, the County Council, and the

County LTAC. Director Kleitsch agreed to draft a letter for Chairperson Simmonds to sign on behalf of the Lynnwood LTAC.

Tourism Manager Monroe reported on her recent trip to the GoWest Summit in Sacramento, CA. She said that most group tour operators are looking for inexpensive quality hotels, even if they have to go outside of Seattle. Several of them are interested in pre- and post-cruise experiences based on their interests in the Puget Sound area. Overall all, she reported that the summit was successful and she made some good contacts.

Director Kleitsch gave updates on the Legacy Hospitality Group hotel project and the recently competed Holiday Inn Express hotel. Legacy is expected to begin construction in Summer 2009, and the Holiday Inn Express had their “soft” opening on February 12<sup>th</sup>. Chairperson Simmonds requested to be on the invite list for the Grand Opening/Ribbon Cutting ceremony for the Holiday Inn Express.

Administrative Assistant Hennig reported on the progress of the 2011-2012 State Tourism Marketing Plan and the new brand platform for the State Tourism Division—“Washington, the State”.

**90. General Discussion**

Chairperson Simmonds requested that Kelvin Moore join Committee Member Dull at the PFD’s Annual Report presentation to City Council in April. Committee Member Dull responded that those arrangements have been made.

**100. Adjournment**

The meeting was adjourned at 9:06 AM

**Next Meeting**

Thursday, March 11, 2010 at 7:45 AM