

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Annex Conference Room
June 10, 2010
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 Dull
Committee Member Horrigan
Committee Member Spain
Committee Member Walker

Staff:

Mary Monroe, Tourism Manager
David Kleitsch, Economic Development Director

Committee Members absent:

Committee Member Mueller

30. Approval of Minutes

30.1 Committee Member Horrigan made a motion to approve the minutes of the May 13, 2010 meeting. Committee Member Dull seconded the motion. The motion was approved unanimously.

30.2 Committee Member Horrigan made a motion to approve the minutes of the June 3, 2010 meeting. Committee Member Walker seconded the motion. The motion was approved unanimously.

40. Written Communications

None

50. Public Comments

None

60. Reports from Committee Members

None

70. Resolutions and Action Items

70.1 FY2011-2012 Budget Recommendation

Director Kleitsch provided an overview of the City of Lynnwood budget approval process. He discussed how the Lodging Tax Advisory Committee recommendation for the FY 2011-2012 Tourism budget would be reviewed by the Mayor and Finance Director. Any changes to the recommended budget would require LTAC approval before being presented to City Council. He indicated the budgets were due to Executive on June 25 and that budget presentations would most likely occur in July. In response to a question by Committee Member Walker, Director Kleitsch explained how hotel/motel tax revenues (Fund 101) can only be used to support tourism.

Director Kleitsch reviewed the wages and benefits allocated to the Tourism function and the corresponding changes to the general fund.

Committee Member Walker asked about the possible impact of Citywide Branding on the tourism budget and if funds had been allocated to cover any impacts. Tourism Manager Monroe indicated that additional monies had been included to cover the cost of updating collateral materials and advertising.

Committee Member Walker spoke to the importance of the Canadian market to Lynnwood tourism. A discussion followed on how to reach this important feeder market with limited funds. No conclusions were reached, but Committee Member Spain and Tourism Manager Monroe will continue to investigate way to market to the Canadian visitor.

Committee Member Dull asked for further clarification on how the Tourism function was staffed. The discussion focused on how employee time was allocated, the economic impact of tourism to the City of Lynnwood general fund, and the importance of protecting the Hotel Motel Fund reserves. The importance of increasing awareness as to the value of tourism spending was also discussed.

Chairperson Simmonds asked about how the outreach to the Canadian market is tracked and if the most opportune time to advertise to this segment can be identified. Committee Member Walker reiterated the value of the Canadian market and how important it is for consistent advertising to stay “top of mind” for the leisure Canadian traveler.

Chairperson Simmonds made a motion to recommend the proposed Fund 101 budget summary to City Council for adoption. Committee Member Spain seconded the motion. The motion passed unanimously.

80. Staff Reports

80.1 Director's Report

Director Kleitsch reported on the status of membership on the Tourism Advisory Committee and the difficulty in finding a qualified restaurateur. He reported the vacant retail representative position would be offered to the new Alderwood mall manager once they were selected. Director Kleitsch reviewed the YTD lodging statistics through April 2010, which show an improvement. Tourism Manager Monroe provided an update on the TPA board selection, reporting that all hotel positions were appointed with the exception of the representative from District 5. Ex-officio representative are scheduled to be selected on June 15.

90. General Discussion

Committee member Horrigan asked about the status of the hotel development in the City. Director Kleitsch stated that the 204th street project was no longer active, the hotel on Highway 99 had not been active for some time and that the permits may have expired, and the project across Alderwood Mall Parkway from for the Residence Inn has been delayed due to issues with the street vacation.

100. Adjournment

The meeting was adjourned at 9:08 AM

Next Meeting

Thursday, July 8, 2010 at 7:45 am
City Permit Center Conference
4114 198th Street SW, Suite 7
Lynnwood, WA 98036