

**ACTION MINUTES  
LYNNWOOD TOURISM ADVISORY COMMITTEE  
Annex Conference Room  
April 14, 2011  
7:45 AM**

**10. Call to Order**

Chairperson Simmonds called the meeting to order at 7:50 a.m.

**20. Roll Call**

**Committee Members present:**

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

**Staff:**

Mary Monroe, Tourism Manager  
David Kleitsch, Economic Development Director

**Guest:**

Kerri Jones, Intern w/ SCTB

**Committee Members absent:**

Committee Member Horrigan

**30. Approval of Minutes**

**30.1** Minutes of December 9, 2010: Committee Member Walker moved to approve the minutes of December 9, 2010. Committee Member Muller seconded the motion. The motion passed unanimously

**30.2** Minutes of January 13, 2011: Committee Member Dull moved to approve the minutes of January 13, 2011. Committee Member Spain seconded the motion. The motion passed unanimously

**40. Written Communications**

None

**50. Public Comments**

None

**60. Reports from Committee Members**

**60.1 Committee Member Spain:**

Committee Member Spain presented the 2010 Snohomish County Tourism Bureau Annual Report which highlights the activities and accomplishments

of the Snohomish County Tourism Bureau for the past year. During the presentation, Committee Member Spain told the Committee that the State Tourism Office will close on July 1, 2011, however, the State will keep the State Tourism web site active until the end of the year. In addition, the State has promised to distribute all copies of the Washington State Visitors Guide. She briefly discussed the Washington Tourism Alliance, (WTA), and indicated the WTA would be able to lease the State Tourism assets including the web site and photo library.

Committee Member Spain also revealed that the Rooms at Par program had been renamed to "Stay, Shop and Save" and that the SCTB would promote the program through June 2011. Committee Member Walker stated the program was very successful for the Hampton Inn and Suites in Lynnwood and asked if the City of Lynnwood had plans to reengage in the program by contributing advertising dollars. Tourism Manager Monroe explained that the decision to drop the advertising was due to lack of funds and the fact that the program only benefited one or two hotels in Lynnwood. Committee Member Walker asked Committee Member Spain if the SCTB had considered handling the "Stay Shop and Save" reservations within the Bureau rather than contracting to a vendor. Committee Member Spain indicated that the cost would likely be more than the Bureau could justify. Committee Member Dull asked if Alderwood mall had been approached to participate in the Stay Shop and Save program. Tourism Manager Monroe explained that the mall had had expressed interest but that they lacked funding to participate in this fiscal period.

The SCTB Annual Report presentation is appended to these minutes.

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

### **70.1 Recommendation: Support of the Washington Tourism Alliance**

The Committee discussed the Washington Tourism Alliance and to what extend the City would be able to participate. Staff recommendation was to join as a member for the amount of \$300.

The Committee consensus was that it would be nice to be able to afford more than the \$300 membership but that the current budget didn't allow the higher expense. Chair Simmonds asked if in future years there would be an opportunity to increase the level of participation. Committee Member Spain and Tourism Manager Monroe indicated that while the WTA had not finalized anything, it was highly likely it would be possible to increase contribution levels in the future. Chair Simmonds suggested that the WTA should restructure the membership categories to include levels between \$2,500 and \$300.

Committee Member Spain moved that the City of Lynnwood join the WTA at the Company Membership Level of \$300. Committee Member Walker seconded the motion. The motion passed unanimously.

**80. Staff Reports**

**80.1 Director's Report**

Director Kleitsch spoke briefly about the two vacancies on the TAC. He requested that anyone who knew of potential candidates for the Retail Representative or the Restaurant Representative contact him or Tourism Manager Monroe.

Director Kleitsch informed the Committee that the hotel project on Alderwood Mall Parkway had requested a preconstruction meeting and that it looked like they may be preparing to move forward with their project.

He also informed the Committee that the Northview Corporate Center Building was at 85% occupancy, the highest it has been in 10 years. Increased occupancies have the potential of increasing business travelers to Lynnwood.

**90. General Discussion**

Committee Member Muller asked about the opening of the Lynnwood Recreation Center. The official opening is scheduled for April 28th, 2011. There will be an employee open house on April 23.

**100. Adjournment**

The meeting was adjourned at 9:05 AM

**Next Meeting**

The next meeting is scheduled for May 12, 2011. Director Kleitsch indicated he would not be available for that meeting and that there are no business items needing action. Chair Simmonds indicated the Committee would be advised if the meeting were cancelled.