

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Annex Conference Room
August 11, 2011
7:45 AM**

10. Call to Order

Chairperson Simmonds called the meeting to order at 7:51 a.m.

20. Roll Call

Committee Members present:

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

Staff:

Mary Monroe, Tourism Manager
David Kleitsch, Economic Development Director

Guest:

Brenda Klein, General Manager, Alderwood

Committee Members absent:

Committee Member Mueller

30. Approval of Minutes

30.1 Minutes of December April 14, 2011: Committee Member Spain moved to approve the minutes of April 14, 2011. Committee Member Dull 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 updated the Committee on the status of the Snohomish County Strategic Tourism Plan, which will be discussed by County Council on August 16, 2011. She encouraged members of LTAC to attend and give input.

Committee Member Spain alerted the Committee that the Quarterly Tourism Forum was going to be held on September 21, 2011. The topic is the

appropriate uses of lodging taxes. She indicated that TAC chairs and well as TAC/LTAC members would be invited to attend.

Committee Member Spain then gave a quick update of the SCTB budget and work program process, stating that the preparation of the SCTB 2012 budget was complicated because the County Council had not yet made a decision on which parts, if any, of the County Strategic Tourism Plan would be adopted. She indicated that SCTB would be requesting County funding to rebrand the SCTB and to implement a new SCTB web site in their 2012 budget request.

Committee Member Horrigan gave an update of the Tourism Promotion Area. She stated that the application form to request TPA funding is almost finalized and that funding application requests could be accepted as early as October. She informed the Committee that the County will provide a loan to the TPA so that applications could be funded pending the distribution of TPA revenue collections by Washington State to the County. The voting structure of the Board has also been changed from the original petition to allow non-lodging members to vote, a change Committee Member Horrigan thought was positive. She further stated that hotel guests had not reacted negatively to the additional TPA fees on their bills and that she was already seeing opportunities to use the funds to help support athletic events in the County.

Resolutions and Action Items

None

80. Staff Reports

80.1 Tourism Metrics

Tourism Manager Monroe gave an overview of the lodging metrics, indicating occupancy, revenue per available room and average daily rate were all increasing over 2010 levels. All three metrics are above County levels, but the gap between Lynnwood and the County is closing. A discussion followed on how Lynnwood could appeal the Government Per Diem rate. Committee Members Horrigan and Walker provided insight on how the process occurred. No decision to appeal was reached.

Tourism Manager Monroe discussed the current lodging tax revenue, reporting that distributions were greater in 2011 than in 2010. She also indicated that there were cost savings realized to the Tourism Fund 101 due to the unfilled administrative assistant position and expenditure controls.

A brief update on Web Site activity was provided by Tourism Manager Monroe. She reported that site visits, page views and time on the site were all increasing.

80.2 Branding Update

Director Kleitsch gave an overview of the branding effort the City has undertaken. He reported the Brand Report had been adopted, and that the Lynnwood brand was an important tool for the community and economic development. Tourism Manager Monroe briefed the committee on the Brand Credo and distributed the Executive Summary of the Brand Report. She indicated the new brand would be implemented over the next several months.

80.1 Director's Report

Director Kleitsch welcomed Brenda Klein to the meeting and thanked her for her willingness to serve on the Committee. There was some discussion about finding a restaurant representative. Ms. Klein offered to provide suggestions regarding a restaurant representative to Staff for follow up.

Director Kleitsch commented on the Snohomish County Strategic Tourism Plan, complimenting Committee Member Spain and County Economic and Cultural Development Officer Becker for their good work on the Plan. He emphasized the need for transparency and collaboration in implementing the Tourism Plan Strategies. Committee Member Spain commented that she too has supported transparency and collaboration in implementation and has included such language in her budget and work program for 2012.

90. General Discussion

None

100. Adjournment

The meeting was adjourned at 8:59 AM

Next Meeting

The next meeting is scheduled for September 8, 2011. Director Kleitsch reminded the Committee that was Labor Day week and suggested the September meeting be cancelled. Chair Simmonds stated the next meeting would be October 13, 2011.