

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Annex Conference Room
December 8, 2011
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 Klein

Staff:

Mary Monroe, Tourism Manager
David Kleitsch, Economic Development Director

Committee Members absent:

Committee Member Mueller
Committee Member Spain
Committee Member Walker

Guest:

Greg Lowry, General Manager, LCC

30. Approval of Minutes

30.1 Minutes of December August 8, 2011: Committee Member Dull moved to approve the minutes of August 8, 2011. Committee Member Horrigan seconded the motion. The motion passed unanimously

40. Written Communications

None

50. Public Comments

None

60. Reports from Committee Members

60.1 Committee Member Dull:

Committee Member Dull provided an update on the Wenatchee PFD and the impact their financial condition may have on other special purpose districts in Washington State. On December 2012, the Wenatchee Public Facilities District defaulted on short term bonds issued for the Wenatchee Convention Center. To address this situation, the Washington State House passed legislation to allow state funds to be lent to distressed special purpose districts. This legislation was not approved by the Washington State Senate.

Committee Member Dull cautioned that this situation may have implications for the City, and that the City to be prepared to see an increase of 3-5 basis points when selling debt.

Committee Member Dull assured the LTAC that the Lynnwood PFD is not distressed and is in good financial shape. He also commented that the PFDs throughout Washington State are forming as an association. Led by the Spokane PFD the association will lobby the legislature for an extension of the PFD Sales Tax Rebate to take effect in 2025.

70. Resolutions and Action Items

None

80. Staff Reports

80.1 Budget Summary

Tourism Manager Monroe gave a brief overview of the status of the Tourism Budget YTD 2011. Expenditures are below budget and revenues are slightly ahead of budget. The primary expense savings are due to not filling the Administrative Assistant position. The Lynnwood lodging statistics will be available in February.

80.2 Director's Report

Director Kleitsch announced the Lynnwood City Council reappointed all Committee members for terms ending December 31, 2012, and thanked everyone for their willingness to serve. He highlighted the County's planned expenditures for implementation of the Countywide Strategic Tourism Plan, and noted the SCTB will be developing a business plan to address meeting and event services.

90. General Discussion

90.1 Positioning Lynnwood for Tourism Growth in 2012

Director Kleitsch requested a discussion of how the TAC would like to proceed with tourism development in Lynnwood in 2012. He indicated that the SCTB is not our only resource and that we need to be our own advocate in developing tourism in Lynnwood. Committee Member Klein spoke about the strategies Alderwood was using to increase the number of visitors, including targeting destination retailers, adding a tourism section to their web site and working with retailers to provide discounts, coupons and possibly a passport program.

The Committee discussed Lynnwood's assets, location, quality hotels and Alderwood, and how these assets should be collectively marketed.

Committee Member Horrigan commented on the importance of the Canadian leisure market. She suggested the Lynnwood Lodging Committee be reinstated to address Lynnwood specific issues and to drive more business to the City. The role of the SCTB in promoting Lynnwood was discussed and overall it was concluded the SCTB does not provide support commensurate to the City's financial contribution to the County. Committee Chair Simmonds suggested the newly formed Economic Alliance may be a resource to consider. It was agreed that the Economic Alliance will play a role in tourism development, but that they are still too new to focus on that component of economic development.

There was a discussion of ways to extend the over-night stays of convention attendees at the Lynnwood Convention Center. Committee Member Dull informed the Committee the LCC has increased the number of Conventions and was looking for more support to grow their convention business.

It was decided the Committee would meet to discuss how Lynnwood could better promote itself and to look for partnerships in addition to the SCTB. It was concluded that other tourism partners should be invited to attend and provide input. There was some discussion of appealing to the County Council for support and/or having discussions with the SCTB Board.

Greg Lowry offered the Convention Center as a meeting venue. Tourism Manager Monroe will prepare a draft agenda and Committee Members will send her contact information for non-LTAC members to include in the discussions. The meeting will be held in early January.

100. Adjournment

The meeting was adjourned at 9:10 AM

Next Meeting

The January meeting of the TAC will be cancelled in-lieu of the tourism marketing meeting planned for early January.

The next TAC meeting after January is scheduled for February 9, 2012. The outcomes of the January tourism marketing meeting discussions will be presented at that time.