

**ACTION MINUTES  
LYNNWOOD TOURISM ADVISORY COMMITTEE  
Annex Conference Room  
February 9, 2012  
7:45 AM**

**10. Call to Order**

Chairperson Smith called the meeting to order at 7:45 a.m.

**20. Roll Call**

**Committee Members present:**

Chairperson Smith  
Committee Member Dull  
Committee Member Muller  
Committee Member Klein

**Staff:**

Mary Monroe, Tourism Manager  
David Kleitsch, Economic Development Director

**Committee Members absent:**

Committee Member Horrigan  
Committee Member Spain  
Committee Member Walker

**30. Approval of Minutes**

**30.1** Minutes of December 8, 2011: Committee Member Dull moved to approve the minutes of December 8, 2011. Committee Member Klein 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 informed the Committee that 2011 was the best year the Convention has had since opening. He discussed the 2011 operations subsidy, and explained that the subsidy for 2011 was less than 50% of what was budgeted. He further indicated that the Convention Center was on track for a break-even year in the near future.

Committee Member Dull also spoke about the proposed extension of the Washington state sales tax rebate, which is provided to fund public facility districts. The effort to extend the rebate an additional 15 years is being spearheaded by the Spokane PFD. Committee Chair Smith has spoken in support of this legislation with legislators in Olympia. Committee Member Dull thanked Committee Chair Smith for his efforts and stated that the success of the extension effort would benefit from having a lobbyist in Olympia.

Committee Member Klein reported on the efforts Alderwood is undertaking to attract Canadian shoppers including incentive packages. She indicated that Alderwood's program would be a trial for General Growth and she is hopeful of its success. Committee Member Klein also announced that the new Tourism page on the Alderwood web site was up and running, and that there are over 290 programs and events planned for 2012. She indicated there are several new tenants coming and that the mall should be fully occupied by the end of 2012. New soft furnishings and an updated look in the common areas and food court will be installed later this year.

Committee Member Dull commented that the expected activities in Seattle this summer, including the anniversary of the World' Fair, should be good for Lynnwood's lodging, restaurants and shopping

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

None

## **80. Staff Reports**

### **80.1 2011 Summary**

Tourism Manager Monroe gave an overview of the status of the Tourism Metrics for 2011. All metrics have improved compared to 2010 and indicate a slow and steady recovery from the 2008 economic decline. Tourism revenues to Lynnwood are up compared to 2010, and Lynnwood tourism expenses are down. A discussion of how to increase overnight stays associated with festivals or convention business ensued. The activities at Alderwood and "pre" and "post" sporting events were also cited as opportunities. Committee Member Muller asked about displays fireworks in Lynnwood. The lack of a suitable venue prevents the City's from hosting such an event.

### **80.2 Marketing Meeting Summary**

Tourism Manager Monroe provided a brief summary of the Marketing Committee Meeting held in January. She indicated the meeting was positive and that it was good to hear from some of the hotels regarding their issues

and marketing strategies. She further reported the group felt the target markets and “Start Here” brand were still appropriate for Lynnwood.

A discussion of how the City could gain more support from the County was held. Director Kleitsch noted that the Countywide Strategic Tourism Plan would be valuable in helping Lynnwood because shopping is one of the key strategies of the plan. It was suggested that a more in-depth conversation should be held between the Lynnwood Tourism Advisory Committee and the SCTB to identify ways Lynnwood could be better represented in County marketing efforts.

### **80.3 Director’s Report**

Director Kleitsch spoke about the upcoming City budget calendar and alerted the Committee that over the next several months they would be involved in developing Tourism Work Plan and Budget recommendations for FY 2013-2014. Committee Member Dull suggested the possibility of expanding marketing expenditures based on the improved revenues and strength of the fund. Budget discussions will begin at the next TAC/LTAC meeting.

Tourism Manager Monroe briefly reviewed the awards recommended by the Tourism Promotion Area (TPA) Board. The TPA denied funding for the Sports Commission but had asked the SCTB to apply for support to enhance the SCTB sports marketing program. She indicated that the Lynnwood Convention Center could apply to the TPA fund for support to make their Conference and Convention bids more attractive, and that the TPA Board would be meeting on an on-going basis rather than once or twice a year.

## **90. General Discussion**

None

## **100. Adjournment**

The meeting was adjourned at 9:10 AM

## **Next Meeting**

The next TAC meeting is scheduled for March 8, 2012.