

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Annex Conference Room
April 12, 2012
7:45 AM**

10. Call to Order

Chairperson Smith called the meeting to order at 7:47 a.m.

20. Roll Call

Committee Members present:

Chairperson Smith
Committee Member Walker
Committee Member Horrigan
Committee Member Spain
Committee Member Dull
Committee Member Klein

Staff:

Mary Monroe, Tourism Manager
David Kleitsch, Economic Development Director
Angie Mykel, LCC Acting GM

Committee Members absent:

Committee Member Muller

30. Approval of Minutes

30.1 Minutes of February 9, 2012: Committee Member Dull moved to approve the minutes of February 9, 2012. Committee Member Klein seconded the motion. The motion passed unanimously

40. Written Communications

None

50. Public Comments

Committee Member Dull introduced Angie Mykel, Sales Manager and acting General Manager of the Lynnwood Convention Center.

60. Reports from Committee Members

60.1 2011 SCTB Annual Report

Committee Member Spain presented the Snohomish County Tourism Bureau (SCTB) Annual Report. The presentation focused on the growth and impact of tourism in Snohomish County and activities and accomplishments of the SCTB in 2011. The role of the Washington Tourism Alliance was also discussed. The full presentation can be accessed at <http://www.snohomish.org>, press room, annual reports.

70. Resolutions and Action Items

None

80. Staff Reports

80.1 FY2013-2014 Budget Discussion

Director Kleitsch provided background on the preparation of the Lynnwood Tourism Work Program and Budget process for FY2013-2014. Review and recommendations by the TAC/LTAC would be prepared and provided to City Council as part of the City's budget process.

A discussion of target tourism markets followed. Canadian leisure travelers and visitors within a regional "drive market" for shopping were identified as key segments to target. Suggested marketing strategies to attract these visitors included outreach through the internet and social media, developing visitor packages and itineraries, providing incentives, and select advertising in the Vancouver BC market. Less emphasis on group tour and student markets was recommended. Other opportunities the Committee suggested included the nature of outreach, fulfillment methods, partnerships and levels of spending.

Committee Member Walker suggested that it would be beneficial for Tourism Manager Monroe to meet with each committee member before the next TAC/LTAC meeting to discuss the 2013-2014 work program. A summary of the individual conversations would be provided at the next scheduled TAC/LTAC meeting.

90. General Discussion

None

100. Adjournment

The meeting was adjourned at 9:13 AM

Next Meeting

The next TAC meeting is scheduled for May 10, 2012.