

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
City Hall Conference Room 4
February 14, 2013
7:45 AM**

10. Call to Order

Chairperson Smith called the meeting to order at 8:05 a.m.

20. Roll Call

Committee Members present:

Chairperson Smith
Committee Member Walker
Committee member Horrigan
Committee Member Dull
Committee Member Klein
Committee Member Muller

Staff:

Mary Monroe, Tourism Manager
David Kleitsch, Economic Development Director
Angie Mykel, Lynnwood Convention Center

Committee Members absent:

Committee Member Spain

30. Approval of Minutes

30.1 Minutes of November 8, 2012: Committee Member Walker moved to approve the minutes of November 8, 2012. Committee Member Horrigan seconded the motion. The motion passed unanimously.

40. Written Communications

None

50. Public Comments

Angie Mykel, General Manager of the Lynnwood Convention Center, reported the LCC had a very successful 2012, only requiring \$19,598 in subsidy compared to the budgeted subsidy of \$370,000. She reported the increased revenues were a result of increasing the value of each event, not just increasing the number of events or cutting costs. She further reported that high customer satisfaction scores on service and quality had been maintained. There has been an increase in corporate bookings, but the lead time in booking many of these events is shorter than in past years. Convention and Boeing business is increasing as is the average number of attendees per event. The LCC is adjusting their booking policy to encourage larger events, and is more actively referring smaller events to the Lynnwood hotels. Ms. Mykel informed the Committee that the LCC was creating a

convention digest to help hotels stay aware of the upcoming events and the demand for room nights.

60. Reports from Committee Members

60.1 Committee Member Klein announced Alderwood mall will be launching a new program designed to encourage tourism at Alderwood. They will be producing coupon books 4 times per year offering discounts at major retailers. The coupon books will be available in hotels, convention centers and other tourist oriented locations. Distribution is planned in Washington State and Canada. The program, which is scheduled to launch in June, is currently being used by other General Growth Properties. She reported that the program was well received by Alderwood retailers.

Committee Member Klein further reported several new tenants will be coming to Alderwood and that several others will be expanding.

70. Resolutions and Action Items

None

80. Staff Reports

80.1 Lynnwood Lodging Metric Summary

Tourism Manager Monroe provided a summary of the 2012 lodging metrics. She reported that Lynnwood outperformed other parts of Snohomish County, but that metrics for other parts of the County were growing at a faster rate. She also reported that the FY2011-2012 lodging tax revenues were \$75,000 greater than budget, and that expenses were \$82,000 less than budget. This resulted in a \$27,000 draw on reserves compared to a budgeted draw of \$185,000.

A discussion of TPA funds was initiated by Committee Member Dull. Ms. Mykel informed the Committee she was hoping to work with the TPA Board to secure funding to help offset costs for several upcoming events. This will require a deviation from the typical TPA application process. Chair Smith mentioned the Lynnwood Multicultural Fair as a possible recipient for TPA funds. Tourism Manager Monroe will contact appropriate City staff to make them aware of this funding source.

Committee Member Muller asked about the possibility of a new hotel on the PFD property. Committee Member Dull indicated that it was not likely for several reasons including the Homewood Suites entering the market, the desire for a full service hotel, which the Lynnwood market is not ready to support, and the limits on surface parking. He told the Committee that the School District property across from the Convention Center was a more likely site for a hotel.

80.2 Director's Report

Director Kleitsch provided a brief update on the Homewood Suites project, informing the Committee that the hotel should be under construction in the spring. Ms. Monroe announced the City would be issuing an RFP for website updates. Several Committee members will provide her with referrals of possible vendors.

90. General Discussion

Committee Member Dull announced that the PFD would be working with the City to refinance the PFD debt in the upcoming months. This effort will have no impact on the lodging tax dollars required to meet debt payments.

100. Adjournment

The meeting was adjourned at 8:35 AM

Next Meeting

The next TAC meeting was scheduled for March 14, 2013.