

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Annex Conference Room
May 9, 2013
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 Walker
Committee member Horrigan
Committee Member Dull
Committee Member Klein
Committee Member Spain

Staff:

Mary Monroe, Tourism Manager
David Kleitsch, Economic Development Director

Committee Members absent:

Committee Member Muller

30. Approval of Minutes

30.1 Minutes of February 13, 2013: Committee Member Dull moved to approve the minutes of February 13, 2013. 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 Spain provided an overview of the new Snohomish County Tourism Brand: "Open Up". She told the Committee about the yearlong process to develop the brand and about the extensive research and process which had been conducted. The brand was officially launched at an event at the Future of Flight on May 2, 2013. Tourism partners across the county are already finding ways to incorporate the new brand into their marketing materials. Committee Member Spain shared images of branded advertising that has been developed.

Committee Member Klein announced that Alderwood mall's tourism program had received approval and will be launched in June. A coupon book offering discounts at major retailers will be available in hotels, convention centers and other tourist oriented locations. Group tour operators will be provided with coupon books to distribute to tours coming to the area. She informed the Committee the coupon book was redesigned after the SCTB brand roll-out to incorporate the "Open Up" theme.

Committee Member Klein further reported several new tenants will be coming to Alderwood and several others will be expanding. Alderwood plans to open at midnight on the day after Thanksgiving.

Committee Member Dull reported the Convention Center was having the best year ever. The Convention Center is seeking sponsorships for soft furnishings in the concourse area. He spoke briefly of the Convention Center's hope to secure TPA funding to support bringing conventions to the facility.

Committee Member Horrigan informed the Committee that she would be attending a trade show in May in Los Angeles. The show is sponsored by Hilton and provides opportunities to meet with in-bound Asia tour operators. She has attended the show in the past and was pleased with the resulting business.

70. Resolutions and Action Items

70.1 Trade Show Attendance for 2014

Tourism Manager Monroe requested approval from the TAC/LTAC to adjust the 2013-2014 tourism work program to include attendance at Go West Summit and National Tour Association Annual Convention in 2014. Both conferences are being held on the west coast in 2014, providing an excellent opportunity to connect with tour operators at reduced cost. Funding is available within the adopted budget and work program as approved by the City Council. A motion supporting attendance at both trade shows was made by Committee Member Horrigan and seconded by Committee Member Spain. The motion passed unanimously.

80. Staff Reports

80.1 Tourism Brochure Review

Tourism Manager Monroe distributed copies of the draft Lynnwood Visitor's Guide. She explained that as part of the 2013-2014 tourism work program, the visitor guide was being updated and content refreshed. She asked for Committee member's input on the design and content of the brochure. She indicated the goal was to reduce hard copy brochure distribution and, over time, encourage greater use of the web site for traveler information.

The Committee generally approved of the brochure. It was suggested a "Quick Response" code be added and the "red" shopping district be

renamed. The Boeing image will need to be replaced as the image is no longer approved for use by Boeing. A suggestion was made to investigate increasing the size of the shopping district map. The committee would also like to explore creating a pocket sized brochure to be used once people arrive in Lynnwood.

80.2 Director's Report

Director Kleitsch provided a brief update on the status of the Lodging Tax revenues, stating they were well ahead of previous years and nearly back to pre-recession levels. He informed the Committee that progress was being made on hiring an administrative assistant and expected the position to be filled in June.

90. General Discussion

Committee Member Spain took an opportunity to provide a brief overview of the 2102 SCTB annual report. Highlights included the stability of the economic impact of tourism in Snohomish County, an increase in Rev PAR compared to 2011, and an increase in business booked. Tammy Dunn, the Sports Commission Marketing Manager, was named Sports Event Magazine Reader's Choice Award recipient for the 3rd year in a row. Web site traffic was up by 23%. The social media campaign now includes "Pinterest" which has become very popular. The SCTB is taking over operations of the Visitor Information Center at the Future of Flight. Ms. Spain distributed copies of the SCTB Annual Report presentation.

Committee Member Horigan announced the Embassy Suites Lynnwood is a test site for a new program promoting premium style rooms. For a higher room rate, guests on the "premium floor" have 24 hour access to refreshments in the floor lobby, and the rooms come equipped with a Keurig coffeemaker and a clock that includes a docking station.

100. Adjournment

The meeting was adjourned at 8:55 AM

Next Meeting

The next TAC meeting was rescheduled for July 18, 2013.