

**ACTION MINUTES  
LYNNWOOD TOURISM ADVISORY COMMITTEE  
Annex Conference Room  
August 8, 2013  
7:45 AM**

**10. Call to Order**

Chairperson Smith called the meeting to order at 7:58 a.m.

**20. Roll Call**

**Committee Members present:**

Chairperson Smith  
Committee Member Horrigan  
Committee Member Klein  
Committee Member Spain

**Staff:**

Mary Monroe, Tourism Manager  
David Kleitsch, Economic Development Director  
Christy Murray, Administrative Assistant

**Committee Members absent:**

Committee Member Muller  
Committee Member Walker  
Committee Member Dull

**30. Approval of Minutes**

**30.1** Minutes of May 9, 2013: Committee Member Spain moved to approve the minutes of May 9, 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 Klein announced that the Alderwood tourism program launched and retailers are receiving the coupons from patrons. A coupon book offering discounts at major retailers is now available in hotels, convention centers and other tourist oriented locations. Group tour operators will be provided with coupon books for distribution to tours coming to the area. Particular emphasis is being placed on the Canadian market. The Alderwood entertainment brochure map will be revised within 30 days to include new retailers. Eddie Bauer has opened and Lulu Lemon will be

opening this fall. Committee Member Klein distributed copies of the coupon book and existing entertainment map.

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

None

## **80. Staff Reports**

### **80.1 Tourism Brochure Review**

Tourism Manager Monroe distributed copies of the final draft of the Lynnwood Visitor's Guide. She asked Committee member's for a final review of the copy. The Committee Members generally approved the brochure and it is tentatively scheduled for production in September 2013. A digital copy of the brochure will be available on the tourism website and will include interactive features that provide more information.

It was suggested that "minutes North of Seattle" or "Seattle North" be added to the front page of the brochure, possibly in place of Visitor Guide. It was also suggested that the Alderwood website address be added to the listing under Shopping District. Creation of a pocket sized brochure is still being researched.

### **80.2** Tourism Manager Monroe provided the Midyear Lodging Metrics report. All metrics have improved from last year and are ahead of 2008 figures. Of particular note was the 11% increase in RevPar. Lynnwood is ahead of the county in all metrics.

Committee Member Horrigan remarked on the high occupancy rates and the large number of leisure travelers. The Committee discussed the positive impact high occupancy and room rates in Seattle have had on Lynnwood; indications are that predicted employee travel for Boeing will remain flat and that they are benchmarking hotel rates in the area.

Tourism Manager Monroe also provided a YTD summary of tourism revenues and work program expenses. Revenues are ahead of budget and expenses are lower. She explained that with the additional available funds the City will be looking into other marketing opportunities and will be coming to the Committee for approval to expand the work program in future months.

### **80.3 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 provided an update on the work program and that Tourism Manager Monroe would be attending the National Tour Association Annual Convention and Go West Summit in February 2014.

Director Kleitsch informed the Committee that the RFQ process for the tourism website is complete and that Blizzard Internet was selected. The

contract will be going to the City Council for approval in September 2013. Blizzard will be providing a marketing plan to include Google Adwords and link sharing. The opportunity for social media is still being explored.

**90. General Discussion**

Committee Member Spain provided a brief update on the SCTB. She is interviewing for the group sales position and expects the position to be filled by late August. The 2014 budget is being developed with a focus on a strategic tourism plan implementation including industry education programs. Based on the research done in the County branding exercise, advertising will be more focused on the regional market, including Portland. The SCTB has taken over operations of the Visitor Information Center at the Future of Flight. More visitor information has been distributed at this location since the SCTB has been operating the Visitor Center. The SCTB is investigating ways to encourage visitors to the Future of Flight and the Tulalip Resort to visit other locations in the County. Committee Member Spain met with representatives of the City's Parks and Recreation department. She will be receiving newsletters from the Lynnwood Parks and Recreation Department and will post events they publicize through SCTB social media.

**100. Adjournment**

The meeting was adjourned at 8:45 AM

**Next Meeting**

The next TAC meeting was rescheduled for October 10, 2013.