

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Annex Conference Room
April 10, 2014
7:45 AM**

10. Call to Order

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

20. Roll Call

Committee Members present:

Chairperson Simmonds
Committee Member Spain
Committee Member Mueller
Committee Member Klein

Staff:

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

Committee Members absent:

Committee Member Dull
Committee Member Walker

Guests

Angie Mykel, General Manager Lynnwood
Convention Center
Georgia Borg-Leon, General Manager
Residence Inn by Marriott

30. Approval of Minutes

30.1 Minutes of February 13, 2014:

Committee Member Spain moved to approve the minutes of February 13, 2014. Committee Member Mueller 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 gave a presentation on the Snohomish County Tourism Bureau 2013 Annual Report. The presentation included the economic benefits of tourism, rebranding, visitor services development and education, social media, outreach efforts and community partnerships.

70. Resolutions and Action Items

None

80. Staff Reports

80.1 FY2015-2016 Budget Discussion

Tourism Manager Monroe provided an overview of the upcoming budget process and current budget summary, and requested feedback from the committee on marketing strategies to promote Lynnwood. The question topics presented to the committee included: continuing to promote Lynnwood to the Canadian and student and youth markets; other possible promotion areas; and tourism promotion through social media.

Discussion ensued on the FY2015-2016 budget and future marketing opportunities. The committee agreed that the Tourism Program should continue marketing to Canadian and student and youth markets including sports groups. Promoting local wineries and distilleries as attractions was also discussed. Marketing partnerships with Alderwood mall and the Lynnwood Convention Center were suggested. It was recommended that Tourism Manager Monroe attend Go West in 2015. The committee also discussed the effectiveness of social media and email newsletters.

The Committee discussed how Lynnwood could leverage other resources to support tourism efforts. Tourism Manager Monroe informed the committee that an application is being submitted to the TPA for improvement of the sports fields in Lynnwood. Improvements to the sports fields would create greater opportunity to market to promote Lynnwood as a destination for sporting events for a greater time period during the year.

80.2 Director's Report

Director Kleitsch reported that Georgia Borg-Leon, General Manager of the Residence Inn by Marriott, has applied for Position 3, Lodging Tax Collector. The LTAC/TAC is still seeking a restaurateur to fill Position 6.

Director Kleitsch reported that the new Lynnwood Tourism website launched on April 2, 2014 and asked committee members to review the website and provide feedback.

90. General Discussion

Committee Member Spain stated that the Snohomish County Tourism Board is seeking board members and asked the committee to refer any potential applicants.

100. Adjournment

Committee Member Klein moved to adjourn the meeting. Committee Member Spain seconded the motion. The motion passed unanimously. The meeting was adjourned at 9:04 AM

Next Meeting: The next TAC meeting is scheduled for May 8, 2014.