

ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Annex Conference Room
May 8, 2014
7:45 AM

10. Call to Order

Chairperson Simmonds called the meeting to order at 7:46 a.m.

20. Roll Call

Committee Members present:

Chairperson Simmonds
Committee Member Spain
Committee Member Mueller
Committee Member Klein
Committee Member Borg-Leon

Staff:

David Kleitsch, Economic Development Director
Christy Murray, Administrative Assistant

Guests

Angie Mykel, General Manager Lynnwood
Convention Center

Committee Members absent:

Committee Member Dull
Committee Member Walker

30. Approval of Minutes

30.1 Minutes of December 12, 2013:

Committee Member Klein made a correction to the minutes of December 12, 2013. The Alderwood Mall opened at 8:00PM rather than 8:00AM on Thanksgiving Day. Committee Member Klein moved to approve the minutes of December 12, 2013. Committee Member Spain seconded the motion. The motion passed unanimously.

30.2 Minutes of April 10, 2014:

Committee Member Spain moved to approve the minutes of April 10, 2014. Committee Member Mueller seconded the motion. The motion passed unanimously.

40. Written Communications

None

50. Public Comments

None

60. Reports from Committee Members

None

70. Resolutions and Action Items

None

80. Staff Reports

80.1 Presentation of the Updated Tourism Website: LynnwoodTourism.com

The presentation of the updated tourism website LynnwoodTourism.com was rescheduled to the June 12, 2014, TAC meeting due to technical difficulties.

80.2 Budget Discussion and Work Program: FY 2015-2016

Director Kleitsch provided an overview of the FY2015-2016 Tourism Program and informed the group that we will further discuss the work program and the proposed budget numbers at the next meeting on June 12, 2014.

The Committee discussed the proposed work program for FY2015-2016.

Lynnwood Convention Center Manager Mykel informed the group that Snohomish County had been awarded the Washington Society Association of Executives (WSAE) Conference for 2015 with one night being held at the Lynnwood Convention Center. She suggested that we include some outreach or sponsorship funds in the budget to take advantage of the local tourism opportunity this event will create. Outreach suggestions included sponsoring appetizers, making a presentation and providing Lynnwood Tourism tote bags for the convention materials.

Committee Member Klein emphasized the importance of social media and that Nordstrom reported a 30% increase in online sales in part to their social media marketing efforts. Director Kleitsch informed the group that the City is still considering social media. The social media policy is currently with the City attorney and should be finalized this year.

Committee Member Spain inquired about the events calendar on the updated LynnwoodTourism.com website and the option for people in the community to submit their own events. She suggested including marketing funds in the budget to promote the online events calendar to the community as a resource to promote their events. This could also reduce some of the staff time and effort needed to keep the calendar updated.

Director Kleitsch stated that Tourism Manager Monroe will be working on translating tourism collateral to better communicate with the foreign group tour operator markets. Translation services would be needed to pursue this effort.

80.2 Director's Report

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

Committee Member Klein stated that she would speak to the new restaurateur, Café Rio at Alderwood Mall about the open position on the LTAC/TAC. Lynnwood Convention Center Manager Mykel mentioned that the regional sales manager of Bucca di Beppo may also be interested and provided her contact information.

Director Kleitsch reported that we have received \$112,351 in lodging tax revenues through March 2014, which is less than 2013 but more than 2012 and is typical when compared to past years. He also reported that hotel occupancy in Snohomish County was up 1.1% through March and up 5.6% for the month of March.

Director Kleitsch reported that the new Homewood Suites by Hilton would be opening May 12th. Committee Member Borg-Leon informed the group that the hotel is open and has been giving tours to local hoteliers. The hotel is planning a grand opening for some time in June.

Director Kleitsch informed the group that the City is hosting a State of City event at the Lynnwood Convention Center on June 11, 2014. This will further the outreach efforts in the community.

90. General Discussion

None

100. Adjournment

Committee Member Spain moved to adjourn the meeting. Committee Member Borg-Leon seconded the motion. The motion passed unanimously. The meeting was adjourned at 8:45 AM.

Next Meeting: The next LTAC/TAC meeting is scheduled for June 12, 2014.