

**ACTION MINUTES**  
**LYNNWOOD TOURISM ADVISORY COMMITTEE**  
**Annex Conference Room**  
**June 12, 2014**  
**7:45 AM**

**10. Call to Order**

Chairperson Simmonds called the meeting to order at 7:45 AM.

**20. Roll Call**

**Committee Members present:**

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

**Staff:**

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

**Committee Members absent:**

Committee Member Mueller  
Committee Member Walker

**30. Approval of Minutes**

**30.1** Minutes of December 12, 2013:

Committee Member Spain moved to approve the minutes of May 8, 2014, Committee Member Klein seconded the motion. The motion passed unanimously.

**40. Written Communications**

None

**50. Public Comments**

None

**60. Reports from Committee Members**

Committee Member Spain reported the launch of a new section of their website to promote the Oso, Stillaguamish and River Valley areas. This campaign was financed with money received by Snohomish County Economic Development through an application for emergency funds after the Oso disaster.

Committee Member Klein reported that the new Premier Perks coupons books for Alderwood Mall had been printed and that updated directories are being printed now. Pink will be opening at the Alderwood mall soon and two new retail tenants will be opening before Thanksgiving. A new tenant has

been selected to fill the Coldwater Creek space and a new kiosk of a large northwest company will be opening before Thanksgiving.

Committee Member Borg-Leon reported that business at the Residence Inn by Marriott is excellent and has been operating at 93% occupancy year-to-date. She has had conversations with other hoteliers in the area and they are also doing very well.

Committee Member Dull informed the group of two developers that were interested in opening a Hilton Garden franchise near the Lynnwood Convention Center and it appears the hotel will be built across the street, not on the PFD property.

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

### **70.1 Approval of FY2015-2016 Tourism Budget and Work Program**

Tourism Manager Monroe presented the FY2015-2016 budget and work program. Changes from the prior budget include: a 3% increase in the PFD payment as required by the contract between the City and the PFD; funding for the Student & Youth Travel Association (SYTA) annual conference in 2015 and 2016; advertising on the Washington tourism website; and increased advertising in the Canadian market. Tourism Manager Monroe also explained that \$5,000 was included for grant funds each year as requested by the LTAC/TAC. Clarification was provided on the salaries and fund balance categories.

Chairperson Simmonds inquired about Lynnwood Convention Center Manager Mykel's suggestion for funds for marketing or sponsorship opportunities during the Washington Society Association of Executives (WSAE) conference in 2015. Tourism Manager Monroe informed him that \$1,000 had been included for that opportunity.

Committee Member Dull moved to approve the FY2015-2016 tourism budget and work program. Committee Member Klein seconded the motion. The motion passed unanimously.

## **80. Staff Reports**

### **80.1 Presentation of the Updated Tourism Website: [LynnwoodTourism.com](http://LynnwoodTourism.com)**

Administrative Assistant Murray provided a presentation of the updated Lynnwood Tourism website and features including the new dining and shopping search function, updated events calendar and hotel pages.

### **80.2 Director's Report**

Director Kleitsch reported that we have received \$156,779 in lodging tax revenues through April 2014, which is less than 2013 but more than 2012. He also reported that hotel occupancy in Snohomish County was up 18.8%

in April, which may be related to the Oso disaster and numerous state and federal officials staying in Snohomish County to assist with disaster relief.

Director Kleitsch reported that Mary Monroe had been appointed to a three year term on the TPA board. The purpose of the TPA is to increase overnight stays in Snohomish County by improving and developing tourist attractions.

The Lynnwood Farmers Market will be opening June 12, 2014 and will continue for 15 weeks, every Thursday from 3PM to 7PM at Wilcox Park. This is an exciting addition for the community and adds another attraction for visitors.

Director Kleitsch reported that Committee Member Spain has been named one of the 14 most influential women in group travel by Groups Today. We are fortunate to have such an accomplished industry professional on our committee.

**90. General Discussion**

None

**100. Adjournment**

Committee Member Borg-Leon moved to adjourn the meeting. Committee Member Spain seconded the motion. The motion passed unanimously. The meeting was adjourned at 8:49 AM.

**Next Meeting:** The next LTAC/TAC meeting is scheduled for July 10, 2014.