

ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Annex Conference Room
September 11, 2014
7:45 AM

10. Call to Order

Chairperson Simmonds called the meeting to order at 7:50 AM.

20. Roll Call

Committee Members present:

Chairperson Simmonds
Committee Member Dull
Committee Member Spain

Staff:

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

Committee Members absent:

Committee Member Klein
Committee Member Borg-Leon
Committee Member Mueller
Committee Member Walker

30. Approval of Minutes

30.1 Minutes of June 12, 2014:

There was not a quorum to approve the meeting minutes of June 12, 2014.
Approval was postponed to the next meeting.

40. Written Communications

None

50. Public Comments

None

60. Reports from Committee Members

Committee Member Spain reported that the Snohomish County Tourism Bureau is continuing work on their 2015 plan, which will include the same strategies, publications and conferences as last year. They requested an additional sales position as part of their upcoming budget. They are putting new digital kiosks to provide tourist information at the Lynnwood Convention Center and Tulalip Resort concierge desk. The Fall/Winter Visitor's Guide is being finalized and will include a write up on shopping with information on Alderwood, The Root Beer Store and the Sea Salt Superstore. The new Snohomish County Art Guide is in print.

Committee Member Dull reported that the next Artist's Reception at the Lynnwood Convention Center will be Thursday, September 18, 2014 and

will feature art from children in the Big Brothers Big Sisters program. The Lynnwood Convention Center is looking forward to the new digital kiosk and the service it will provide for their guests.

70. Resolutions and Action Items

70.1 Economic Impact of Tourism Spending

Director Kleitsch provided an overview of a memorandum regarding the economic impact of tourism spending that was prepared for the Mayor and Council. Tourism Manager Monroe asked for feedback on the memo.

Chairperson Simmonds provided positive feedback on the document and that it was easy to read and understand with a nice layout. Committee Spain suggested the memo include clarification on why 60% was used as the calculator for visit spending in Lynnwood. Committee Member Dull requested clarification on the assumed amount of sales tax revenues being only 0.84%. Tourism Manager Monroe will update the memo and present to the LTAC/TAC for approval. The Committee Members agreed the Memo should be sent on behalf of the LTAC/TAC rather than staff.

80. Staff Reports

80.1 2014 Mid-Year Review

Director Kleitsch reported that a mid-year review of tourism analytics will be provided to the Committee. Tourism Manager Monroe gave an overview of the Mid-Year Review and reported that all lodging trends are moving upward. Lynnwood hotel occupancy for the first six months averaged 71.6% and is the highest since 2006. Average Daily Rate has also improved since last year and was \$119.64 in July 2014; with an average of \$104.88 over the first six months of the year. The average Revenue Per Available Room was \$75.07 for the first six months of the year and is the highest it's been since 2008. There has been an overall increase in demand prompting interest in new hotel development in Lynnwood.

Tourism Manager Monroe reported that since the launch of the updated website in April 2014 all website metrics have significantly improved.

Tourism Manager Monroe also reported that the City of Lynnwood received \$265,272 in lodging tax distributions in the first six months of 2014, which is a 6% decrease from the first six months of 2013, which was an exceptional year. The distributions are 20% above the first six months of 2012.

In the Budget Update, Tourism Manager Monroe reported that revenues are pacing stronger than budgeted and expenses are below revenues resulting in a fund balance of \$705,046 or \$201,008 ahead of budget.

80.2 Director's Report

Director Kleitsch reported that according to the Smith Travel Report, Snohomish County hotels were up 3.6% in occupancy, 10.6% in ADR and 14.6% in RevPar in July 2014 compared to July 2013. Lynnwood typically tracks above the county wide trends. Website metrics will continue to be monitored and reported to the LTAC/TAC regularly.

Director Kleitsch informed the committee that two new hotel projects have been proposed in the City of Lynnwood: a Hilton Garden Inn across the street from the Lynnwood Convention Center, and a Comfort Inn on Highway 99. Construction of both projects is anticipated to begin in 2015.

90. General Discussion

None

100. Adjournment

Committee Member Spain moved to adjourn the meeting. Committee Member Dull seconded the motion. The motion passed unanimously. The meeting was adjourned at 8:46 AM.

Next Meeting: The next LTAC/TAC meeting is scheduled for October 9, 2014.