



Lodging Tax Advisory Committee (LTAC) MEETING AGENDA

Councilmember Stephanie Wright, Committee Chair
Committee Members: Shawn Walker, Debbie Copple, Adrienne Hall, Georgia Borg-Leon

Jim Martin, Senior Legislative Analyst
Snohomish County Executive Office
Neepaporn Bounjaktha, Senior Executive Management Analyst
Trudy Soriano, Tourism Promotion Fund Coordinator

Tuesday, April 26th

Time 1:00 p.m. – 3:00 p.m.

Remote Meeting via Zoom

Webinar Link: Passcode: 526853

<https://us02web.zoom.us/j/87638127108?pwd=dmY5aHpHdGZSL1VnZUgzOWdFOEhKdz09>

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS:

1. Approval of January 27, 2022, Meeting Minutes
2. Additional \$60,000 from County-wide Hotel-Motel Fund for the Strategic Tourism Plan Update

DISCUSSION ITEMS:

1. Staff Updates
 - a. Tourism Team (*A & Trudy*)
 - i. *Microsite Update*
 - ii. *Q1 Marketing Campaign Recap*
 - iii. *Grow SnoCo RFP*
 - iv. *Spotlight Ads at SeaTac & Paine Field Ads*
 - v. *Tourism Roundtable & STP*
 - vi. *Indoor Sporting Complex RFI*
2. 2023 Hotel-Motel Grant Round
 - a. *Potential Changes to Application*
 - b. *Potential Changes to Review Process*
3. 2022 Planning
 - a. *Quarterly Meeting Schedule*
 - b. *County-wide LTAC Meeting & Winter Social*