



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

Thursday, January 27th

Time 10:00 a.m. – 12:00 p.m.

Remote Meeting via Zoom

Webinar Link: <https://us02web.zoom.us/j/83778958726>

CALL TO ORDER

PUBLIC COMMENT

DISCUSSION ITEMS:

1. Staff Updates
 - a. Tourism Team (*A & Trudy*)
2. DVA Advertising & PR
 - a. 2021 Marketing Campaign Recap
 - b. 2022 Microsite Planning
3. 2022 LTAC Meeting Cadence & Scheduling
4. Proposed Sporting Facility Updates
5. Opportunity Fund Budget Line (*Shawn Walker*)

ACTION ITEMS:

1. Approval of October 8, 2021 Meeting Minutes