



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
Simreet Dhaliwal, Tourism Promotion Fund Coordinator

Tuesday, August 23

Time 2:30 p.m. – 4:00 p.m.

Remote Meeting via Zoom

Webinar Link: <https://zoom.us/j/95241517867>

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS:

1. Approval of April 26, 2022, Meeting Minutes

DISCUSSION ITEMS:

1. Marketing Campaign Update
 - a. Tourism Team
 - i. Recovery Campaign Update*
 - ii. Strategic Tourism Plan Update*
 - iii. Q2 Marketing Recap*
 - iv. Microsite Development*
2. 2023 Hotel-Motel Grant Round
 - a. Grant Workshop on July 22, 2022*
 - b. Review Grading Criteria*
 - c. Datafy Co-op*
3. Additional Committee Business