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## Minutes of Lodging Tax Advisory Committee (LTAC) Board Meeting

Dated September 13, 2017

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Present : Councilman Terry Ryan– LTAC Member, Chair  
Shawn Walker – LTAC Member, Lodging  
Sarah Arney – LTAC Member, Tourism  
Fred Cruger– LTAC Member, Tourism

Absent : Rachel Blake – LTAC Member, Lodging

Staff : Tom Teigen – Department Head Parks, Recreation & Tourism  
Bridgid Smith – Division Manager Parks, Recreation & Tourism  
Annique Bennett – Strategic Tourism Coordinator  
Carol Peterson – Accounting Technician II Parks & Rec  
Carol Taber – Legislative Analyst, Council  
Amy Spain – Executive Director Snohomish County Tourism Bureau  
Angie Riley – Marketing & Communications Manager, Tourism Bureau  
Stacey Pfeiffer – Visitor Services Manager, Tourism Bureau  
Kristine Vannoy – Group Sales Manager, Tourism Bureau  
Tammy Dunn – Sports Development Director, Tourism Bureau  
Bob McChesney - Snohomish County Tourism Bureau Board Member  
Kerri Lonergan-Dreke – Snohomish County Tourism Bureau Board Member

### Documents:

- Meeting agenda
- Minutes from 06/29/2017 Meeting
- Boards & Commissions Training Dates
- 2018 Hotel/Motel Grant Applications Group Score Sheets
- Lodging Tax Fund – 2017 Project Commitment Status Worksheet
- Large Fund 2018 STP Destination Product Development LTAC Proposal
- Snohomish County Tourism Bureau 2018 Goals & Budget Breakdown

### Opening:

Meeting called to order at 1:04 p.m.

### 06/29/2017 Meeting Minutes Approved:

**Motion #1:** Sarah Arney made motion and Shawn Walker seconded. Approved.

**Board Member Status:** Terry Ryan announced that on October 11, 2017 a public hearing will be held to discuss the possibility of board members serving on two county boards at once. Staff requested that any member not interested in staying on the LTAC Board to provide notice so that open positions can be posted on web-site.

Board members are requested to attend one County boards and commissions training session prior to year-end. Remaining dates are Oct 11, Nov 8, and Dec 13.

**Review 2018 LTAC Small Fund Grant Applications/Scoring:** Request was made to consider changing scoring procedures to define dollar recommendation, not a point system. Further discussions at next LTAC meeting. Fred Cruger pointed out that those applicants within City limits that collect their own LTAC funds, are required to demonstrate efforts to obtain City LTAC funds at least equal to County LTAC request on the Cooperative Commitment form. All thirty applications were reviewed and funding was distributed in the amount of 437,425.

**Motion #2:** Motion to adopt the 2018 Hotel/Motel Grant Allocation Funding. Terry Ryan made motion, Sarah Arney seconded. Approved.

**Large Fund – Open Data/Open Land Hackathon & Summit:**

Scott McQueen, McQueen Analytics Services, presented on the proposed Open Data/Open Land Hackathon & Summit. The Summit will include breakout sessions and a potential key-note from Governor Jay Inslee. The Hackathon will be tackling the need to obtain hard data from our trails to direct future spending and needs. The goal is to market Snohomish County as a leader in using open data. Hackathon is proposed to be held March 9-10, 2018. Initial preparation will begin in 2017.

Bridgid Smith gave brief review of the Lodging Tax Fund – 2017 Project Commitment Status including expended, encumbered, and total committed funds through 2017. Unexpended funds will return to fund balance. Handout was provided.

Annique Bennett presented her 2018 STP Destination Product Development Proposal. Handout was provided with individual STP Strategies and corresponding budget figures. Total ask is \$469,806 which includes staffing. Board will make a decision next meeting.

**Snohomish County Tourism Bureau 2018 Budget:** Amy Spain presented the SCTB and Visitor Services budget proposal and goals for 2018, with an emphasis on increasing off-season tourism. Explanations for new increases (including increased health care costs) were provided. Amy reminded the board that she will only be billing on actual expenses including salary and benefits. So, if costs come in lower, those funds will not be spent.

Amy shared that a committee of marketing experts met to review the eight RFP proposals for the new 3<sup>rd</sup> party marketing agency. They will be making a decision on top two or three next week.

Decreases to the 2018 budget include the Sports Marketing portion being fully funded by TPA, and the SCTB moving in with the Parks Department, saving on rent and utilities. Total ask for 2018 is \$877,967. Board will make a decision next meeting.

Bridgid Smith was asked to provide details of the SCTB changes on a one page document and provide to board members. Board members were encouraged to review all the increases and decreases. It is a significant investment and members need to ask a lot of questions and do their due diligence for the community.

Next meeting is scheduled for Monday, October 23, 2017, from 1:00 p.m. – 4:00 p.m. in Council Chambers.

Meeting adjourned 3:55 p.m.