



Lodging Tax Advisory Committee (LTAC) MEETING AGENDA

Councilmember Stephanie Wright, Committee Chair
Committee Members: Shawn Walker, Debbie Copple, Adrienne Hall

Jim Martin, Senior Legislative Analyst
Snohomish County Conservation and Natural Resources | Parks, Recreation & Tourism
Tom Teigen, Director
Bridgid Smith, Division Manager
Annique Bennett, Tourism Development Specialist
Trudy Soriano, Public Involvement Associate

Wednesday, May 12, 2021

3:30 p.m. – 5:00 p.m. PST

Remote Meeting via Zoom

Webinar Link: <https://us02web.zoom.us/j/83060067649>

Meeting ID: 830 6006 7649

One tap mobile +12532158782,,83060067649# US (Tacoma)

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS:

1. Approval of Minutes from March 4, 2021 Meeting
2. Review and recommend new committee member application from Georgia Borg-Leon Application
3. Review and recommendation for County DMO request for \$280K for digital marketing Connected TV placements
4. Recommendation to deploy regular 2022 Grant Round Cycle, based on Small Fund budget projections
5. Edmonds PFD Proposal - Review and recommend revision of contract language to align Edmonds and Everett PFDs, to use funds for capital improvements or debt services.

DISCUSSION

OTHER COMMITTEE BUSINESS