



Lodging Tax Advisory Committee
Thursday, December 10, 2015

3:00 p.m.

Mayor's Conference Room 2nd Floor

Board: Mayor Backus, Ronnie Roberts, Bob Fraser, Satpal Sohal

Staff: Dana Hinman & Debbie Luce

Welcome: Mayor Backus called the LTAC meeting to order at 3:00 PM.

At our last meeting we did not have a quorum so the meeting was more of a discussion meeting. Below are some answers to topics discussed:

Answers from Finance

- Yes we have a 1% Hotel Motel Tax as mentioned
- I was correct the other 1% goes to pay off Seattle Stadiums. Shelley said in other county's it is different but in King that is 1% for Stadiums. You can only charge a total of 2%
- Shelley assured me that she would not be able to get a current month hotel revenue in the month posted to the State. It is a much longer process and we are and will be 2 months behind.
- Yes the \$20,000 has been moved down from the fund balance and will show in December's numbers. This money was approved by LTAC for advertising in Visit Seattle Planner Guide and Visitor Guide for 2015/2016.
- At the January 7th meeting we will have a new numbers to work with and \$100,000 will come from the Fund Balance to increase our working budget.

Visit Seattle Ads

I have attached the 2 ads for 2015/2016 Planners Guide and Visitor Guide. Thank you Chantelle for working so closely with Dana and I helping with both ads. Your input was spot-on as always and we really appreciated the suggestions and what you thought will work.

Marketing Firms

I have attached the Scope of work for the Marketing Firms for you to review. Their Time –Line is at the bottom.

RFQ for National Community Development Association

I sent our proposal in on Wednesday and they got right back to me saying they were glad to have our proposal. The proposal is for 2017 & 2018 and would bring in – 75 Rooms the night before, 100 Rooms for 1st & 2nd Conference Night, 55 Rooms 3rd Conference Night. I will be working on getting more opportunities like this one.

Post Card for State Clubs & Organizations

Putting together a post card that will replace the letters sent out previously. I think we should send them 2 or 3 times a year to the organizations so they will repeatedly see something coming from Auburn. Everyone that I talked to said they were happy to have our information and it is filed for future meetings. It was hard getting to the correct person some times and I think this is worth a try.

Our next LTAC (only) meeting will be on January 7, 2016 at 3:30 p.m. and we will be discussing the 2016 Budget and have four Grant presentations.