



Board: Mayor Backus, Ronnie Roberts, Bob Fraser, Ashley Mohoric, Chantelle Herburger, Julie Krueger, Satpal Sohal, Sharon Khera, Vimol Khera

New Members: Rebecca Frisch & Gary Longley

Staff: Debbie Luce

Absent: David Kwok & Khara Nixon

Welcome: Mayor Backus called the Joint LTAC & ATB meeting to order at 3:30 PM.

Financial Report:

Debbie Luce discussed how the revised budget now shows actual numbers; Marketing Director, \$50,000; and Community Support, \$36,000. Debbie Luce is responsible for her own mileage, travel expense, memberships and meeting fees as stated in her 2015 contract. The \$36,000 can now be spent for Grants and Advertising. She also pointed to the comparison chart showing the great numbers in 2014. We do have a large Fund Balance and the Board may choose to use some of those funds later in 2015.

Discussion Items:

Applications for Lodging Tax Funds:

Debbie Luce went through the Flow Chart & Tax Guidelines showing how the State has changed the use of Hotel/Motel Funds.

- Applications Summary was presented. Debbie Luce reported that we received 6 applications and she broke down each application and how each event wanted to use the Lodging Tax Funds.
- It was decided to have each applicant give a five minute presentation to the Board about their event on July 1, 2015 at 3:00 PM, in the Mayor's Conference Room.

Advertising:

- Debbie Luce asked if the hotels would like to advertise the Tourism Website on the back of their Key Cards. Everyone thought it would be too costly.
- Debbie Luce presented 2 advertising opportunities: WA State Parks Mobile App and NWCH TV Campaign Grant. After reviewing both it was decided not to advertise with either advertiser.
- Debbie Luce reported that she met with Visit Seattle and they will be assisting us with suggestions of Advertising Agencies.

Next Meeting: July 1, 2015 – 3:00 to 4:00 PM in the Mayor's Conference Room