The Lodging Tax Advisory Committee met on September 10, 2012, at 7:00 p.m. at City Hall. Members present: Councilmember Chang; Lorraine Olson, Mrs. Howe’s Bed & Breakfast; Desiree Steffens, Port Orchard Chamber of Commerce; Chris Stansbery, Sidney Museum and Arts Association; Kathy Michael, Cedar Cove Inn; Kim Punt, Kitsap Visitors Convention Bureau (KVCB); and staff City Clerk Rinearson.

Absent: Chan Park, Comfort Inn; Don Ryan, Port Orchard Bay Street Association; and Heather Cole, Vintage Inn.

Fathoms O Fun Festivals
Sharron King and Jessie Turner presented the proposal by stating the organization provides family recreation opportunities as well as, scholarship and leadership for our community’s youth. The float program markets the City all over the state, exposing to over 4 million people. Funds will be to increase advertisement regionally and throughout the Peninsula; as well as maintaining the appearance of the float trailer. The goal is to continue the process of allowing more advertising and the use of social media for ongoing publicity, as it now takes the blend of print and web based communication to reach the tourists who are our potential visitors.

Bremerton Historic Ships Association
Steve Boerner, Rick Leenstrom, Jerry McDonald, and Kathy Garcia presented their proposal explaining the need to capitalize on the tourists from the Regional Area, Seattle Waterfront, and Reunion Groups. The funds are to establish a marketing plan showing tourist can take a day trip via Washington State Ferry (WSF) to the Bremerton-Port Orchard area. With this consortium in place, it will market the best way to see Seattle is from Bremerton-Port Orchard and be a destination site for reunions. Ultimately the goal is to bring in a minimum of 20 new reunion groups per year.

Port Orchard Chamber of Commerce
Coreen Haydock presented the proposal stating the organization provides an immeasurable of great benefit to the Community through its day-to-day, weekly, monthly, and year-long promotion of Port Orchard as a destination. The funds will be used to promote established tourism events/festivals; operation of the Port Orchard/South Kitsap tourism/visitor center; distribution of consumer/tourism response packets; and general media promotion of Port Orchard as a destinations. The goal is to redesign and print a useable “walking” map of the area and to get people talking about visiting Port Orchard on a daily basis.

City of Port Orchard Police Overtime
Jerry Childs and Cindy Lucarelli presented their proposal stating Council determined that the Police security expense should come from the lodging tax. The intent is to establish a level of service commensurate with the police department costs in monitoring and providing festival
oversight. The goal is to partner with non-profits and festival organizers to reduce cost and help them promote Port Orchard as a tourist destination.

**City of Port Orchard Foot Ferry Service**
Jerry Childs and Cindy Lucarelli presented their proposal stating the foot ferry service provides transportation services that generate increased attendance for events/festivals that attract tourists. The goal is to continue to partner with the City of Bremerton and the Port of Bremerton to increase the movement of attendees to and from the partnering cities.

**City of Port Orchard Economic Development Tourism Committee**
Jerry Childs and Cindy Lucarelli presented their proposal stating the funds is to help beautify the City and to place “welcome” and directional signage throughout the different portals and newly annexed areas of the City. The goal is to facilitate easier movement around the town, as well as promotion of the town through tourism related activities.

**City of Port Orchard Festival of Chimes and Lights**
Jerry Childs and Cindy Lucarelli presented their proposal stating this will be the 15th year of this winter family event. The funds will be to increase the amount of printed brochures and advertising. The goal is to provide winter stimulus to our downtown businesses, and intangible benefit is to give our citizens, young and old, an opportunity to join together downtown and celebrate the holidays where they will, in the process, invite friends and family to join them.

**Cedar Cove Association**
Cindy Lucarelli presented the proposal stating the organization is hoping to put on another event outlining characters of the Debbie Macomber’s book series. The event maybe a 3-day event structured similarly as in 2009. The funds will be to increase in promotional and advertising efforts, website design, development, and hosting and operations, and communications/phone and broadband. The goal is to put heads in beds filling local hotels and lodging facilities; and to work with local organizations to implement beautification projects that will enhance Port Orchard.

**Sidney Museum and Arts Association**
Chris Stansberry and Sally Schuster presented their proposal stating last year’s lodging tax funds were put to great use and the organization is hoping to bring forward some new ideas. The funds will be used on website design and maintenance, increase advertising, sign maintenance, and to help support three new events. The goal is to preserve the history of the City and to promote art, by actively promoting using social media, emails, and by a program named Mail Chimp.

There being no further business, Chair Chang adjourned the meeting at 9:25 p.m.

**Next Meeting Date:** September 13, 2012, at 7:00 p.m. at City Hall.

Copies to: Council/Mayor/Department Directors/City Attorney