The Committee met on Wednesday, August 21, 2013, 7:00 p.m. at City Hall. Committee Members present: Chair Fred Chang; Chris Stansbery, Sidney Museum and Arts Association; Kathy Michael, Cedar Cove Inn; Christine Daniels, Port Orchard Chamber of Commerce; Frank Graziani, Saints Car Club; Lorraine Olsen, Mrs. Howe’s B&B; and City Clerk Brandy Rinearson.

Absent: Chan Park, Comfort Inn.

Applicants spoke to the Committee explaining their proposal as follows:

**Visit Kitsap**
Patty Graf-Hoke and Diane Robinson presented their proposal by explaining that Visit Kitsap is the marketing resource for the City. They can provide marketing year-round and have connections to marketing publications that other local organizations do not. The requested funds will provide basic marketing services such as: website, printed brochures, and phone inquiries.

**Port Orchard Bay Street Association**
Bek Ashby presented the proposal by explaining the requested funds are to continue the ground work that has been laid and explained what last year’s funds went to and how important it is to continue the marketing template and brochures that could be the start of branding Port Orchard. She explained the need of collaborative marketing with other organizations to better provide a regional presence.

**Chamber of Commerce**
Christine Daniels presented her proposal by explaining they are the number one “go-to” for all inquiries of events happening in the City and information on relocating to the area. The funds being asked for are to promote tourism and to generate more heads in beds by collaborating with the hoteliers and non-profit organizations. In addition, the Chamber will be changing the look of the website and will be tracking all web traffic, phone inquiries, and mailings to accurately track visitors.

**Concerts by the Bay**
Kim Punt and Sharron King presented their proposal by stating their hope is to make this concert series similar to Gig Harbor’s series. They have increased the attendance by 60% from when they took it over a few years ago. They shared their method of tracking the tourists and shared they are constantly aware of the presence of the event to help prepare and increase attendance for future concerts.
Kitsap Harbor Festival
Eric Larson presented the proposal to the committee explaining this is the first year they have requested funding, as this event was previously organized by the Port of Bremerton. The requested funding will help create an identity for the event and to make it flow between the two cities, via ferry; including having boat supply vendors. In addition, the vision is to bring this event up to the level of the Blackberry Festival.

Sidney Museum and Arts Association
Chris Stansbery and Sally Shuster presented their proposal by announcing that 2014 is the 100 year anniversary of the Sidney Museum building. The funding being asked is for the planning and celebration of the anniversary and for promotional materials to attract tourists to support local artists in various publications.

There being no further business, Chair Chang adjourned the meeting at 8:54 p.m.

Next meeting: Thursday, August 22, 2013, at 7:00 p.m.

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