Lodging Tax Advisory Committee
September 3, 2014

The Committee met on Wednesday, September 3, 2014, 7:00 p.m. at City Hall. Committee members present: Chair Fred Chang; Kathy Michael, Cedar Cove Inn; Desiree Stephens, Port Orchard Chamber of Commerce; Jessie Turner, Fathoms O’ Fun; Bobbie Stewart, POBSA; Frank Graziani, Saints Car Club; and City Clerk Brandy Rinearson.

Absent: Chan Park, Comfort Inn; Lorraine Olsen, Mrs. Howe’s B&B; and Steven Saffell, Days Inn.

Applicants spoke to the Committee explaining their proposal as follows:

Chamber of Commerce
Desiree Stephens presented her proposal by stating the request is less this year than last year. The Chamber has all the visitor materials that were being distributed by the Visitor Center by the highway. They track all the tourists coming and relocation packages requested. They receive requests from all over the United States for information on Port Orchard. Some of the requests are due to the Debbie Macomber series. The requested funds are provided in detail with the proposal.

Explore Port Orchard
Chris Stansbery presented the proposal by explaining Explore Port Orchard is made of local entities committed to year-round marketing. They have developed a marketing plan, lead several workshops, is on Facebook, and has a website. They hope to have a map finished by the end of the year. There will be a newsletter that will go out once a month featuring events. The funds that are being requested will be for advertising in Seattle, travel agents, and on the ferries.

Port Orchard Marketing Kit
Clerk Rinearson presented the proposal requested by the City’s Economic Development/Tourism chair. Discussions have occurred indicating lack of communication when events are being held in the community. The City is aware of some events, but not all. Once the City “approves” the event, the communication stops. No one is coordinating the events. The proposal is to put together materials that can be distributed to potential event organizers. The kit being put together will be available for anyone. The purpose is to provide consistent materials that everyone shares.

Sidney Museum and Arts Association
Chris Stansbery presented her proposal, stating the requested funds will increase website presence, maintain the sign on the state highway, and to expand the Garden
Tour. They received three participants who were out of state. They will be placing ads in the AAA magazine for distribution. They are also participating with Explore Port Orchard.

**Port Orchard Bay Street Association**

Chris Stansbery presented the proposal, noting they will be hosting a new event to help attract more visitors. The event is called “Hog-Fest”. This type of event tends to draw a lot of out-of-town participants for competition in preparing foods. They are planning events in October and December. They have prepared a marketing plan, which includes working with Explore Port Orchard.

**City of Port Orchard 125th Celebration**

Clerk Rinearson presented the proposal that was requested by the City. The idea was to promote a celebration of the 125th year as a City. The thought was to have an event each month leading up to a big event.

The committee expressed this could be shared with other non-profits and businesses. A small group could be put together for the planning of the event, instead of having it put all on City staff.

**Other Business:**

There being no further business, Chair Chang adjourned the meeting at 8:31 p.m.

Next meeting: Wednesday, September 10, 2014, at 7:00 p.m.

Copies to: Council/Mayor/Department Directors