

AGENDA
Clallam County Lodging Tax Advisory Committee
February 8, 2018
Clallam County Courthouse
Rm. 160 Commissioners' Board Room
2:30 pm

- I. **CALL TO ORDER, ROLL CALL**
- II. **REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA**
- III. **APPROVAL OF MINUTES FOR THE MEETING OF**
 November 29, 2017
- IV. **INTRODUCTION TO CULTURAL TOURISM IN CLALLAM COUNTY**
 Michael Peters, Enterprise CEO for the Lower Elwha Klallam Tribe
- V. **NEXT MEETING**
 Thursday, March 8 at 2:30 pm
- VI. **ADJOURNMENT**

Clallam County LTAC – Hotel/Motel Tax Advisory Committee

Minutes ... November 29, 2017 2:30 p.m.

Room 160 ... Commissioners' Board Room

Committee Members present: Chair Mark Ozias (Clallam County Commissioner), Vice Chair/Secretary Sande Balch (Juan de Fuca Scenic Byway Association), Jay Vincent (Aramark Sol Duc), Vanessa Fuller (Dungeness River Audubon Center). **Absent:** Linda Keen (Quillayute River Resort). Also present: 2018 appointed member, Lorrie Mittman (Peninsula Adventure Sports) and Marc Abshire, Executive Director of the Port Angeles Chamber of Commerce.

Call to Order: The meeting was called to order by Chairman Mark Ozias at 2:30 pm.

Agenda: The agenda was accepted as presented with the additions of discussion concerning Clallam Bay/Seki funding request and a review of the current revenue status. (Vanessa/Jay)

Minutes: The minutes of the September 26th and October 13th meetings were approved. (Vanessa/Jay).

Other Business:

Tourism Marketing on NOP ... Marc Abshire, Ex.Dir. Port Angeles Chamber

- Marc Abshire grew up in Port Townsend, has worked in N. Kitsap/Poulsbo
- LTAC is an important job and is critical to the future of Clallam County health and vitality. LTAC's job is to lead in the how and where to make investments.
- Tourism must be treated as an industry. Historically the economy was strong based on timber and fisheries. There was no need to "grow" the economy, diversify. Tourism is now and will be a part of the future economy of the area. We should be looking at a year-round economy ... like hosting conferences during off-season/shoulder-season.
- It is important to understand what the brand is ... what are we trying to promote? The municipalities are not the selling point, rather people come to the Olympic Peninsula for experiential opportunities ... hike, bike, kayak etc. Marketing the North Olympic Peninsula will be more productive than marketing just Clallam County.
- The Port Angeles Chamber hosted the Tourism Summit this year at Vern Burton. This has historically been the annual meeting of the OPTC, plus a tourism industry conference.
- Port Angeles LTAC historically funded the PA Chamber to do the destination marketing for the municipality. Two years ago the Chamber chose not to accept funding for marketing but rather to focus on the needs of the businesses. A professional marketing agency (Vertigo) was hired.

- Clallam County has historically funded the OPVB to market unincorporated Clallam County. Should we consider funding OPVB to manage a market agency contract (salaries, rent, utilities etc.) rather than doing the marketing itself? The agency could market events rather than doing that with Tourism Enhancement Grants. Include Marsha Massey in any discussions about this.
- OPTC is a collection of people from different interests/perspectives in a combined effort to market the NOP. Is it time to re-envision the role of OPTC? OPTC could develop goals for marketing and OPVB could manage the contract of a marketing agency and provide admin for OPTC.

In discussion following, two issues that need to be resolved were brought up:
(Lorrie) First we need an overriding brand that everyone promotes, say outdoor recreation. This must be vocalized by everyone in the community ... lodging, restaurants, stores, visitor centers ... to their customers, not just in the marketing.

(Lorrie) We also need a charter service for all events and all aspects of tourism. There will be one less option with Willie Nelson, All Points Charters and Tours, retiring at the end of the year

(Vanessa) It is difficult to maintain a charter business year-round. The ONP/NPS fee increases hurt the bottom line for charters.

(Mark) Mark will continue this discussion with Clallam County Transit Agency (he is on this committee for 2018). The county transit cannot be in competition with private businesses.

Resources for ideas and comments on use of lodging tax funds ...

Jim Haguewood, consultant

Stephen Fofanoff, B&B Association

Vacation Rentals, Air BnB

Clallam County Parks (currently maintenance, advertising)

Could ask for money for major park upgrades

Clallam County Roads (2017 funding for ODT)

Jamestown S'Klallam (casino, resort, golf, Dungeness River Audubon)

Vertigo Marketing

Black Ball

... and keeping in communication with OPVB throughout process

Chairman Ozias will work on including entities in the upcoming agendas.

Elect Secretary/Vice Chair for 2018 ...

The three 2018 members present did not feel they could participate in the discussion at meetings and take minutes as well. Linda Keen was nominated in her absence, but no second was made to the motion. Chairman Ozias will check on the appropriateness of requesting admin support for this task. The item will appear again on the January meeting agenda for discussion.

Lodging Tax Revenue Report ...

Revenue appears to be on track to reach the forecasted \$725,000 total. Commissioner Ozias will have the most current revenue report at the next meeting.

Clallam Bay-Sekiu Chamber Funding ...

The report on the past years revenue collected by the Clallam Bay-Sekiu area was not available at this meeting. Chairman Ozias will get that information to the LTAC members as soon as it is available. A decision concerning the additional funds request will be made at the January meeting. In the meantime, LTAC approved and is recommending that \$10,000 be paid to Clallam Bay-Sekiu at the first of the year 2018 to allow this organization to go forward with marketing efforts. (Jay/Vanessa). Sande will forward contact information for Ali Baker (Clallam Bay-Sekiu Tourism Chair) to Chairman Ozias so he can discuss the process with her.

Reports from 2017 project funding recipients ...

Reports, either in person or in writing, will be requested of recipients to be reviewed at the February/March/April meetings.

Next meeting date January 11th, 2018.

The meeting was adjourned at 4:30pm. Submitted by Secretary, Sande Balch