



LODGING TAX ADVISORY COMMITTEE
MONDAY, OCTOBER 23, 2017
6:00 PM – 8:00 PM
CITY HALL
COUNCIL CHAMBERS
280 MADISON AVENUE NORTH
BAINBRIDGE ISLAND, WA 98110

AGENDA

MEMBERS: SUSIE BURDICK NANCY FORTNER
DOMINIQUE CANTWELL PATRICIA NASH

CHAIR: COUNCILMEMBER ROGER TOWNSEND (CHAIR/VOTING)
VICE-CHAIR: COUNCILMEMBER MICHAEL SCOTT (VICE-CHAIR/NON-VOTING)

1. CALL TO ORDER / ACCEPTANCE OF THE AGENDA / CONFLICT OF INTEREST DISCLOSURE
2. APPROVE OCTOBER 2, 2017 MINUTES
3. PUBLIC COMMENT
4. DELIBERATE ON PROPOSALS AND RECOMMEND 2018 FUNDING ALLOCATIONS
5. ADJOURNMENT



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MINUTES

The meeting was called to order at 6:00 PM. LTAC members Susie Burdick, Dominique Cantwell, Nancy Fortner, and Patricia Nash were present as was Councilmember/Chair Roger Townsend and Councilmember/Vice-Chair Michael Scott.

The following organizations provided a presentation:

BIMA: Requesting \$20,000 to market to corporate and wedding planners. Will also market holiday parties. Marketing materials will feature BI lodging, dining, attractions. Goal is to be self-sustaining. Right now, breaking even with rental program. Have full time rental manager and a part-time staff person. Offer community partners free or reduced rentals. This business would help subsidize that program.

BAC: Requesting \$5,700 to support off-Island advertising program. Program would include a year's worth of advertising on ferry, and print ads in three arts publications. Each month create a unique ad that highlights events that month.

Chamber: Requesting \$82,611. This past year embarked on Bainbridge Island Visitors' Bureau program. Aimed at conventions, cruise ships, etc. Promoting overnight stays? Can book through BILA. Booking engine only supports Best Western. Only list restaurants who are Chamber members. Physically count visitors 4-5 hours a day, May to September. A "low-ball" number.

Friends of the Farms: Requesting \$7,500 for Harvest Fair and related activities.

BIDA: Requesting \$68,500 for "marketing."

BILA: Requesting \$52,000 for tourism marketing.

Visit Kitsap: Requesting \$18,000 (\$1,500 per month) for tourism marketing.

COBI: Requesting \$75,000 for wayfinding.

AHB: Requesting \$8,000 for Celluloid Bainbridge.

BIWA: Requesting \$23,100 for wine marketing.

BIHS: Requesting \$15,323 for operations.

NKTC: Requesting \$10,000 for tourism marketing.

The next meeting is scheduled for Monday, October 23, 2017 from 6:00-8:00 PM.

The meeting adjourned at approximately 8:45 PM.