



2017 Port Townsend Lodging Tax Advisory Committee

Tuesday, January 10, 2017

3 to 5 p.m.

City Hall, 250 Madison St., 3rd Floor Conference Room

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| 1. | Call to Order, Chair Update—Michelle Sandoval | 5 min |
| 2. | Approval of November 10, 2016 minutes | 5 min |
| 3. | Review of 2016 | 15 min |
| | David Timmons | |
| | Christina Pivarnik – Winter Marketing Campaign | |
| 4. | Looking to 2017 and 2018 | 25 min |
| | David Timmons | |
| | Christina Pivarnik | |
| 5. | General discussion—Michelle Sandoval | 70 min |
| | <i>Brainstorming for 2017 and beyond</i> | |
| | -LTAC reserves and possible uses | |
| | Improving public infrastructure for visitors | |
| | Restrooms uptown for Farmers Market | |
| | Support for new and/or existing events/projects | |
| | -Electric car chargers public and private (at hotel properties) | |
| | -Key City Public Theatre location | |
| | -Additional ideas | |

Hand-outs include:

- Minutes from special budget meeting November 10, 2016
- LTAC revenue trend report (2006-2016)
- Marketing report for December 2016
- 2016 final financials
- Web final 2016 stats
- PT VIC final 2016 stats
- 2017 budget

Next meetings in 2017: April 11, July 11, October 10

Mark your calendars and save the date!