

AGENDA

*Lodging Tax Advisory Committee
Noon (12:00 P.M.), Friday, December 10, 2021
Virtual (MS Teams)*

THE MEETING WILL NOT BE CONDUCTED IN PERSON, BASED ON THE GOVERNOR'S PROCLAMATION 20-28 ADOPTED MARCH 24, 2020 WHICH SAYS IN PART:

ANY PUBLIC AGENCY, SUBJECT TO RCW 42.30, IS PROHIBITED FROM CONDUCTING ANY MEETING, SUBJECT TO RCW 42.30 UNLESS (A) THE MEETING IS NOT CONDUCTED IN-PERSON AND INSTEAD PROVIDES AN OPTION(S) FOR THE PUBLIC TO ATTEND THE PROCEEDINGS THROUGH, AT MINIMUM, TELEPHONIC ACCESS, . . ."

CALL IN NUMBER, (253) 292-9750, ACCESS CODE, 893 168 877#

Link to meeting: [Click here to join the meeting](#)

For assistance during the meeting, please call (206) 731-9071.

1. Welcome and Introductions
2. Review of Agenda
3. Approval of Minutes (ACTION ITEM)
 - a. November 12, 2021
4. Pending Funding Requests
 - a. *(None to Review)*
5. Special Presentations
 - a. Seattle Sports Commission Update, Beth Knox, President/CEO (No Action)
6. General Business
 - a. Experience Tukwila Update (No Action)
 - b. Seattle Seawolves Partnership (No Action)
7. Announcements
 - a. 2022 Reappointments (Reminder)
8. Roundtable
9. Adjourn

Next Scheduled Meeting: When: TBD

Location: TBD



DRAFT

Lodging Tax Advisory Committee

Minutes

11:30 AM | November 11, 2021

Virtual

PURSUANT TO GOVERNOR'S PROCLAMATION 20-28 ADOPTED MARCH 24, 2020 THIS MEETING WAS NOT CONDUCTED IN PERSON. AS NOTED IN THE PROCLAMATION:

ANY PUBLIC AGENCY, SUBJECT TO RCW 42.30, IS PROHIBITED FROM CONDUCTING ANY MEETING, SUBJECT TO RCW 42.30 UNLESS (A) THE MEETING IS NOT CONDUCTED IN-PERSON AND INSTEAD PROVIDES AN OPTION(S) FOR THE PUBLIC TO ATTEND THE PROCEEDINGS THROUGH, AT MINIMUM, TELEPHONIC ACCESS, . . ."

THE CITY PROVIDED A TELEPHONE CALL IN NUMBER FOR MEMBERS AND THE PUBLIC TO CALL.

Members Present: Chair Kruller, Jim Davis, Ben Oliver, Jean Thompson, Asia Wen-Augert

Members Absent: Miesa Berry, there is one vacancy on the LTAC board.

City Staff Present: Brandon Miles

Others Present: Mark Everton, Seattle Southside Regional Tourism Authority

Agenda Item	Action	Follow-Up
Welcome and Introductions	Chair Kruller called the meeting to order at 11:35 AM. Committee members introduced themselves.	None
Review of Agenda	Reviewed.	None
Approval of Minutes of September 10, 2021	Minutes approved after motion made to adopt.	None

<p>Funding Requests</p> <ul style="list-style-type: none"> 2022/2023 Copa Surf Cup (\$50,000 total) 	<p>B. Miles outlined the proposed funding request to pay a room rebate for room nights generated by the Copa Surf Cup to be held at Starfire Sports. The tournament will bring in youth soccer teams from across the western United States and Canada. Board members asked clarifying questions about the event.</p> <p>Motion made and approved to recommend approval of the funding request, 5-0 vote in favor.</p>	<p>None</p> <p>None</p>
<p>Special Presentations</p> <p>(None)</p>		
<p>General Business</p> <p>(None)</p>		
<p>Announcements</p> <ul style="list-style-type: none"> 2022 Reappointments 	<p>B. Miles reminded LTAC members that per our policy the Council will consider reappointments and new appointments to the LTAC board. Current members who are interested in serving</p>	

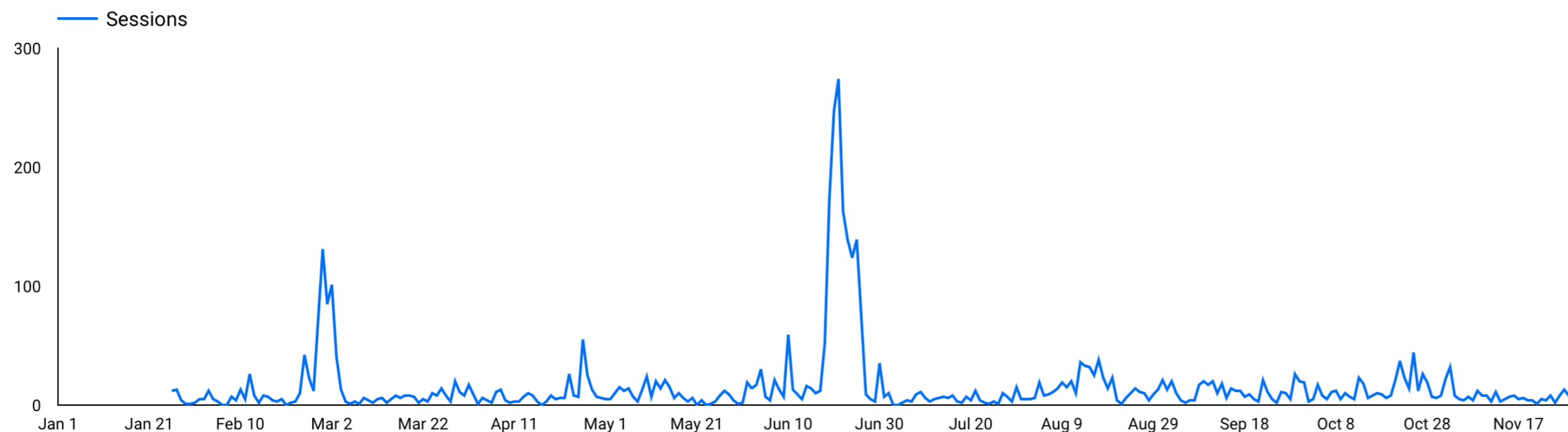
	<p>another year should email Brandon.</p> <p>Asia Wen also announced that she is moving out of the area and will not longer be able to serve on the LTAC. Staff and LTAC members thanked her for her service on LTAC and to the community.</p>	
Roundtable	<p>Committee members went around the able to provide any items of interest to the group.</p>	
Adjourn	<p>The meeting adjourned at 11:50 A.M.</p>	

Year-to-Date: Website & Social Analytics

Since its launch in January, ExperienceTukwila.com has been received **4,700 visits**, which accounted for **8,556 pageviews**. Visitor spent an average of one minute and twenty seconds on the site and viewed 1.86 pages per session. The bounce rate (the percentage of visitors who navigated away from the site after viewing only one page) was 73.62%. Visitor traffic spiked in June with the Juneteenth website event.

Experience Tukwila social media accounts gained a total of **1,180 new followers** so far this year. Social media posts earning roughly **760,000 impressions** and **7,300 engagements**.

WEBSITE TRAFFIC: JANUARY 1 - NOVEMBER 30



SOCIAL MEDIA ENGAGEMENT: JANUARY 1 - NOVEMBER 30

MONTH	LIKES	COMMENTS	SHARES/RT	IMPRESSIONS
January	550	70	97	80,561
February	760	72	50	124190
March	571	28	152	53860
April	373	24	45	27937
May	461	21	53	46028
June	1137	54	112	93911
July	462	34	26	40906
August	740	32	49	223953
September	533	41	34	33838
October	344	15	34	12383
November	344	14	32	20115
Totals	6,275	405	684	757,682