

AGENDA

CITY OF BOTHELL
LODGING TAX ADVISORY COMMITTEE
September 17, 2019 - 10:00 a.m.
City Hall, 18415 - 101st Ave NE
Conference Room 412

CALL TO ORDER

ROLL CALL

APPROVAL OF AGENDA IN ORDER AND CONTENT

PUBLIC COMMENTS

SPECIAL PRESENTATION

BUSINESS ITEMS

1. Consideration of May 21, 2019 Meeting Minutes
See Attached
2. April-August Analytics
3. Snohomish County TPA proposed increased tax on Sno Co hotels
4. Draft of 2020 LTAC Grant Guidelines and Application

REPORTS FROM STAFF

1. Wayfinding along Sammamish River Trail
2. Holiday Lights Contract
3. Streetsense Visit for Video/Photos/Interviews

REPORTS OF COMMITTEE MEMBERS

1. General Comments and Reports
2. Setting Future Meeting Agendas

ADOURNMENT

City of Bothell

Lodging Tax Advisory Committee (LTAC) Meeting Notes

May 21, 2019

The meeting began at 10:07 a.m.

Present

LTAC: Jeanne Zornes, Chair; Brittany Caldwell, Shawna Pitts, Chip Peterson, Nancy Pipinich, Cathy Lalley, Laura Lilley

STAFF: DeNae McGee

Welcome/Approval of Agenda/Minutes

Zornes welcomed new committee member, Laura Lilley, Sales Manager at McMenamins Anderson School. She is stepping in to the position vacated by Jordan Varriano who is no longer the GM at the Marriott Bothell. Welcome Laura!

Pitts approved the May agenda and April minutes with no changes. Peterson seconded. Passed unanimously.

Old Business

Holiday Spirit Lighting has accepted the terms and staff will be issuing a contract with them to set up the wrapped lights and garland around each light pole along the two blocks of Main Street from Bothell Way NE to 102nd during the holiday season. They will also be installing the lights owned by the city at city hall and the three trees on the corner of 522 and Bothell Way NE.

The new tourism brand and website launch party which took place at Country Inn and Suites on April 23 was a big hit. The consultants from Streetsense presented the unveiling. Food, music, wine from Woodinville Wine Country and beer from Watts Brewery were on hand and wine and beer glasses with the new logos on them were given away to the approximate 60 people who attended. A big thank you to Shawna Pitts, Wendy Rasmussen, and staff for hosting the event in their newly remodeled hotel.

The rebranded Sip and Stay Package is now featured on the new website and digital ads and social posts pushing the package is set in motion. The package features discounts at participating Bothell hotels, Russells, The Den Coffee Shop, Belle and Bottle, Beardslee Public House, and two free Woodinville Wine Country Passports. Targeted audiences for social include city escapists and beverage enthusiasts.

LTAC discussed updates for the Begin at Bothell map that is printed and distributed around town and at the hotels. The size will be at least one inch shorter than the last map so it fits in a standard manila folder and will also feature annual Bothell events and the months they occur.

Staff is working with Streetsense and Bandwango to create free passes that are instantly delivered to your cell phone that feature discounts at Bothell and Kenmore businesses such as breweries, restaurants, and places where visitors like to shop. The passports will be located on the offers page of the website and be promoted through our social channels, bi-monthly blogs, and monthly e-newsletters.

New Business

Laura Lilley from McMenamins was introduced at the start of today's meeting.

Staff showed LTAC the United Airlines Washington State Dossier print ad that Begin at Bothell, Snohomish County Tourism Board, and Lynnwood LTAC joined forces to create. The dossier reaches 300,000 business travelers each month and one state is selected for each publication. Only three publications are printed a year and Washington was chosen for their June 2019 issue. United is one of two airlines now flying out of the new Paine Field Airport.

Staff is working with Streetsense on the social editorial calendar for July, August, and September and asked about dog friendly hotels and restaurants in Bothell since the focus of August will be on the dog days of summer.

The kick-off of the new website resulted in extraordinary website traffic. Sessions were up 58% over the old website; average session duration was 5 minutes which is a 146% increase; the bounce rate was down 15.5%; and average sessions per page was 3.8, an increase by 68%. The team is most happy about the seamless transition of new brand, new website, and the launching of the paid search ads, all without a glitch. This is typically not the case. May analytics leveled out which is to be expected. Website sessions were down 14%; average session duration was 1 minute 46 seconds; the bounce rate went up 5.3%; and average page views was 2.3 down 39%. Staff is told these are still very good percentages for website program overviews.

Other Announcements

There were no other announcements.

Pitts moved to adjourn the meeting; seconded by Peterson. Passed unanimously.

The meeting ended at 11:36 am.