

8:00 AM  
March 30<sup>th</sup>, 2018

Springhill Suites Marriott Hotel  
1185 NW Maple St, Issaquah, WA  
98027

## MINUTES

### MEMBERS AND ADMINISTRATIVE PERSONNEL PRESENT

*Committee:*

Paul Winterstein, Councilmember (Chair)  
Will Parkinson, Hilton Garden Inn  
Hamilton McCullough, Chamber of Commerce  
Quynh Pham, SpringHill Suites

*Administration/Staff:*

Tim Dutter, Economic Development Mgr.

Others in attendance: Keith Niven, City of  
Issaquah, Fred Nystrom, Life Enrichment Options

### CALL TO ORDER

The meeting was called to order at 8:00 AM.

### APPROVAL OF MINUTES

- a) Minutes of November 29 and December 21.

**IT WAS MOVED BY PARKINGSON; SECONDED by MCCULLOH, TO:**

Approve the minutes of November 29 and December 21, 2017 as is.

**MOTION CARRIED, 4-0.**

### AGENDA ITEMS

- a) **Update on City Council requests for Destination Marketing Organization, (I)**

*Presented by: Tim Dutter, Economic Development Manager*

Tim Dutter presented the information received from the City Council. Dutter explained that the Council had several requests to be prepared for the next Services and Safety Committee meeting on April 10<sup>th</sup>. The City Council requests were as follows:

- 1) Metrics and measurables. The Council would like to know that there is a measure for performance success for the organization.
- 2) City Council check-ins. The Council requested that the DMO report to the Council and Services and Safety Committee at least once each year.
- 3) Scope. The Council wanted to know if the DMO would focus solely on hotel-room increases or on tourism as a whole.
- 4) Board of Directors. The Council requested to know the people who would sit on the selection committee to form the Board of Directors.
- 5) Public Interface. The Council wanted to know how the public would interact with the tourism entity in the future.

The LTAC discussed the each of these requests.

- 1) The LTAC agreed that metrics and measurables would need to be formed by the future Board of Directors. The measure of success, is ultimately measured by the number or percent in increase in hotel stays.

- 2) The LTAC agreed that the DMO should report to the Council and to the Services and Safety Committee on an annual basis.
- 3) The LTAC agreed that the focus for the DMO is on hotel-stays. However, the LTAC realizes that overnight hotel stays are not the sole measure of tourism. The LTAC suggested that the mission statement illustrates the wholistic approach of marketing that does not just include hotel-stays. The draft mission statement reads as follows, as Paul pointed out. *“Visit Issaquah is a nonprofit organization serving as Issaquah’s official Destination Marketing Organization (DMO). Visit Issaquah increases tourism in the region by marketing our hotels, amenities, attractions and events.”* Paul explained that the message statement explains right there that tourism is a wholistic approach, and not solely focused on hotel stays, although that is indeed the focus. Paul explained that the hotel stays are the measure, not the marketing approach.
- 4) The LTAC determined that the panel to choose the Board of Directors would consist of:
  - a) Hotel 1 from the LTAC
  - b) Hotel 2 from the LTAC
  - c) A Chamber of Commerce rep
  - d) A DIA rep
  - e) An at-large member appointed by the Mayor
- 5) The LTAC determined that public interface is important, and that this organization would work closely with DIA, the Chamber, FISH, Village Theater and other local amenities and nonprofits.

**b) AVP Presentation, (A)**

The LTAC heard a presentation for Kara Tokita regarding a marketing plan for the AVP tournament in June. The LTAC liked the presentation and asked for a recommendation from Kara and a budget breakdown to be discussed at the next LTAC meeting.

**ADJOURNMENT**

There being no further business to come before the committee, the meeting was adjourned at 5:45 PM.