



City of Tacoma City Council Study Session Minutes

733 Market Street, Tacoma WA 98402

Conference Room 16

December 15, 2015

12:00 PM

Call to Order

Mayor Strickland called the study session to order at 12:04 p.m.

Present: 7 - Boe, Campbell, Ibsen, Lonergan, Thoms, Walker and Mayor Strickland

Absent: 2 - Mello and Woodards

Council Member Mello arrived at 12:14 p.m.

Briefing Items

1. [15-1391](#) 2015 Economics of Tourism Promotion and Sales

At approximately 12:04 p.m., Kim Bedier, Public Assembly Facilities Director, provided opening remarks and introduced Bennish Brown, Travel Tacoma + Pierce County, and Amy Lillard and Krys Karns, Washington Filmworks, to review the 2015 economics of tourism promotion and sales. Mr. Brown reviewed accreditation, a statewide tourism comparison, and introduced Chelene Potvin-Bird and Jaime Vogt, Travel Tacoma + Pierce County. Ms. Potvin-Bird and Ms. Vogt continued the presentation by reviewing destination awareness, 2015 meetings and events exposure, examples of destination awareness, key sales strategies, sales benchmarks, and sales results.

Council Member Mello arrived here, at 12:14 p.m.

Ms. Vogt then discussed marketing goals, website traffic, mobile website traffic, destination videos, influenced articles, targeted campaign, destination readiness, destination exposure, and U.S. Open media coverage. Mr. Brown concluded by briefly discussing the local impact of the U.S. Open. Discussion ensued regarding feedback received, future targeted campaigns, branding, county recognition by visitors, hotel rooms in walking proximity, future year bookings, and international outreach. Ms. Bedier then provided next steps, and concluded by playing a short video titled Recoil 3.

Ms. Lillard and Ms. Karns provided background information regarding Washington Filmworks, and discussed expenditure distribution, film and the creative economy, the state film office, local partnerships, Tacoma locations filmed, numbers for Tacoma, and 2016 legislation.

Discussion ensued regarding the incentive program, funding, production centers, and building a sound stage.

Other Items of Interest

Mayor Strickland presented the dates of City Council meetings to be cancelled in 2016. Discussion ensued regarding the number of required meetings.

Committee Reports

Council Member Lonergan stated that the Pierce County Cities and Towns was working on putting together a legislative agenda.

Agenda Review and City Manager's Weekly Report

2. [15-1392](#) Weekly Report to the City Council, December 10, 2015
At approximately 1:04 p.m., T.C. Broadnax, City Manager, stated there is one proclamation on tonight's agenda, proclaiming December 31, 2015, as First Night Tacoma Day. He stated that there may be two proposed amendments to Resolution No. 39347. Council Members Campbell and Thoms briefly reviewed their proposed amendments. Discussion ensued regarding the proposed changes.

Executive Session - Potential Litigation

MOTION: Deputy Mayor Boe moved to convene to Executive Session pursuant to RCW 42.30.110(1)(c) to discuss potential litigation, not to exceed 15 minutes.

SECONDED BY: Council Member Mello.

ACTION: Voice vote was taken and carried. The motion was declared adopted.

Ayes: 8 - Boe, Campbell, Ibsen, Lonergan, Mello, Thoms, Walker and Mayor Strickland

Absent: 1 - Woodards

The Council convened to Executive Session at 1:20 p.m. City Attorney Elizabeth Pauli, Chief Deputy City Attorney Bill Fosbre, and Deputy City Attorney Chris Bacha were present.

The Executive Session was extended by 10 minutes at 1:35 p.m., and 1:45 p.m.

The Executive Session concluded and the study session reconvened at 1:55 p.m.

Adjournment

On proper motion, the study session was adjourned at 1:55 p.m.

Marilyn Strickland, Mayor

Doris Sorum, City Clerk