City of Tacoma
Economic Development
Committee Minutes

747 Market Street, Tacoma, WA 98402, Conference Room 248
Dial: 253-215-8782 Meeting ID: 882 2753 9908
Webinar Link: www.zoom.us/j/88227539908 Passcode: 614650
March 26, 2024
10:00 AM

Chair Kiara Daniels, Vice Chair Olgy Diaz, Joe Bushnell, Jamika Scott, Sarah Rumbaugh (alternate)

Call To Order

Council Member Bushnell called the meeting to order at 10:09 a.m.

Roll Call

Present: 4 - Bushnell, Daniels, Rumbaugh and Scott
Absent: 1 - Diaz

Public Comment

There was no public comment.

Approval of Minutes

1. 24-0302 Approval of the minutes of the June 13, 2023, meeting.

2. 24-0303 Approval of the minutes of the June 27, 2023, meeting.

3. 24-0304 Approval of the minutes of the July 11, 2023, meeting.

MOTION: Council Member Bushnell moved to approve the minutes of the June 13, June 27, and July 11, 2023, meetings.

SECONDED BY: Council Member Rumbaugh.

ACTION: Voice vote was taken and carried. The motion was declared adopted.
Ayes: 4 - Bushnell, Daniels, Rumbaugh and Scott
Absent: 1 - Diaz

Briefing Items

4. **24-0262** Travel and Sports Tacoma Update
[Dean Burke, President and CEO, Travel Tacoma]

At approximately 10:12 a.m., Dean Burke, President and CEO, Travel Tacoma, presented an update, noting they are in the process of changing their name from Travel Tacoma to Tacoma-Pierce County Tourism Authority; background, noting role as a destination marketing organization, and pillars of business development; and the lodging ecosystem, noting rooms, how percentage is measured based off resident counts, the Pierce County hotel ecosystem, and hotel occupancy and revenue data. Burke continued with review of visitor economy, including travel and tourism performance, noting comparisons with other parts of the state; the largest and fastest growing sub-sectors in Pierce County; taxable sales in Pierce County and Tacoma; opportunities in downtown Tacoma, noting volume of visitors, opportunities for visitors within 50-249 miles and over 250 miles away; 2023 results; core segments; challenges to our success; and other market interruptions.

Discussion ensued regarding perception, safety during events, surveys, security, additional contracts, business name change, short term rentals, funding, County and City issues, volume of tourism, top three reasons why people stay or visit Tacoma, and ways to represent the City.

Topics for Upcoming Meetings

5. **24-0263**

April 9, 2024	-	National League of Cities Healthcare Training Pilot
April 23, 2024	-	Business Improvement Area Status Updates
April 30, 2024	-	Minority Business Development Agency Update

Cathy Satava, Committee Liaison, stated the next meeting will be on April 9, 2024, and will include the National League of Cities health care training pilot; the April 23, 2024, meeting has been cancelled; and the April 30, 2024, meeting will include updates on the Minority Business Development Agency and the Business Improvement Area.

Other Items of Interest

There were no other items of interest.

Adjournment

There being no further business, the meeting adjourned at 11:07 a.m.

Kiara Daniels, Chair

Hollyann Piotrowski, City Clerk's Office