



SPECIAL MEETING NOTICE EDMONDS LODGING TAX ADVISORY COMMITTEE

The **Edmonds Lodging Tax Advisory Committee** will hold a meeting on **Thursday, June 25, 2026 at 3:00 p.m.** The agenda is attached; miscellaneous items may be discussed and there will be an opportunity for public comments.

The meeting will be held in the **Fourtner Meeting Room – Third Floor, City Hall, 121 5th Avenue North, Edmonds**

The public is welcome to attend.

Posted/Emailed: June 22, 2026

POSTED:

City Hall
Public Safety

EMAILED:

Newspapers
The Herald
The Edmonds Beacon
Myedmondsnews.com
City Council



Lodging Tax Advisory Committee

AGENDA

Thursday, June 25, 2026

3:00PM – 4:30PM

Fourtner Room | Edmonds City Hall
121 5th Ave N, Edmonds, WA 98020

REMOTE MEETING/ZOOM INFORMATION:

<https://edmondswa-gov.zoom.us/j/81430493772?pwd=SmwzKnevK RaoOphaJEVzJh4AkwQP9c.1>

Meeting ID: 814 3049 3772

Passcode: 697411

1. Approval of May 21, 2026, Meeting Summary
2. Public Comment
3. 2025 Revenue
4. Review and approve 2027 Funding Requests and Budget
5. Miscellaneous
6. Set next meeting date
7. Adjourn

LODGING TAX ADVISORY COMMITTEE

Draft Summary Notes - May 21, 2026 Meeting

Committee Members Present: Erika Barnett, City Council
Laurie Rose, Arts & Culture
Crystal Berclaz, Best Western Edmonds Harbor Inn

Guests: Mike Clugston, Planning & Development Director
Kyle Murray, Best Western Edmonds Harbor Inn
Ryan Crowther, Chamber of Commerce

Staff Present: Megan Luttrell, Program Coordinator - Economic Development

Meeting Called to Order: 2:06 p.m.

1. Introductions:

Round-robin introductions.

2. Approval of February 26, 2025, Meeting Summary:

The committee approved the meeting summary. Erika abstained as she was not part of the Committee at the time of the last meeting. Motion passed.

3. Public Comment:

Kyle Murray – Best Western Edmonds Harbor Inn GM - Reported ongoing uncertainty in the travel industry over the past year. The World Cup approach has been to treat the event like any other travel season. Summer appears to show an uptick, although inconsistently. Overall, he expressed optimism.

4. 2025 Year in Review:

Ryan presented the 2025 year in review for Explore Edmonds, highlighting the launch of a new website in September and successful PR efforts that generated 56 media hits, including features in Seattle Times as well as advertisements placed at Sea-Tac and Paine Field airports. The team saw growth in social media followers, with over 8,000 Instagram followers and 530 net Facebook followers and achieved web traffic growth from 2,800 to 10,000 visitors. For 2026, the focus will be on increasing visitation and spending, expanding earned media coverage, and growing partnerships with local event producers. Megan and Laurie shared the current measurement of tourism success, noting that while in past, we've only had basic metrics, they are expanding their ability to measure visitor data through a new contract with Placer AI. The system will provide insights into visitor demographics, zip codes, and event attendance, though it needs adjustments to account for ferry and train traffic. City is working with the Arts Commission to include this data in an upcoming council presentation at the end of June and meets regularly with Placer AI to develop the system further.

5. Update on 2027 Grant Program:

City provided an update on the 2027 grant program, announcing that applications are now being accepted through Submittable and are due June 3rd. City discussed challenges smaller nonprofit organizations face in reporting outcomes to the state system and mentioned potential solutions like QR code collection methods seen at other venues. The Arts Commission will review applications at their June 8th meeting, with the committee meeting before the regular business meeting to evaluate submissions.

6. World Cup:

Ryan explained the strategy to leverage the World Cup by marketing Edmonds as an ideal place to stay and visit during the event, including opportunities to watch matches locally. The Explore Edmonds webpage, "Big Roar," has launched. Marketing work includes promoting watch parties. Salish Sea Brewing is coordinating soccer headquarters at Harbor Square in coordination with the Port. Erika noted she is working with City staff to determine whether any permitting is required. Megan suggested a Special Event permit may be the appropriate method to notify departments of the increased activity expected at Harbor Square during the tournament

7. Set future meetings to review:

A Doodle poll will be sent out to schedule the next meeting.

8. Adjourn: 3:00 pm