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# BELLEVUE-REDMOND TOURISM PROMOTION AREA ADVISORY BOARD MEETING MINUTES

July 28, 2026 | Bellevue City Hall
1 pm. | Room 1E-113 / Virtual

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| MEMBERS PRESENT: | Chairperson Wade Hashimoto, Cassandra Leiberman, Henning Nopper, Nate Moore, Rocky Rosenbach |
| MEMBERS REMOTE: | Crystal Pia |
| MEMBERS ABSENT: | Kate Hudson, Kim Saunderson |
| STAFF PRESENT: | Manette Stamm, Lorie Hoffman, Lizzette Flores, Jesse Canedo, Department of Community Development |
| OTHERS PRESENT: | Brad Jones, Jane Kantor, Megan Adams, Melody Lanthorn, Visit Bellevue; Audrey Fan, OneRedmond |
| MINUTES SECRETARY: | Gerry Lindsay |

## I. CALL TO ORDER

The meeting was called to order at 1:05 p.m. by Chair Wade Hashimoto who presided. All members were present with the exception of Kate Hudson and Kim Saunderson.

## 2. APPROVAL OF AGENDA AND MINUTES

### A. Approval of Agenda

Motion to approve the agenda was made by Cassandra Leiberman. The motion was seconded was by Henning Nopper and the motion carried unanimously.

### B. Approval of Minutes

Motion to approve the June 23, 2026, minutes as submitted was made by Cassandra Leiberman. The motion was seconded was by Henning Nopper and the motion carried unanimously.

## 3. ORAL COMMUNICATIONS – None

## 4. ACTION, DISCUSSION AND INFORMATION ITEMS

### A. Information – Staff Update

Cultural Tourism Specialist Lizzette Flores reported that the Board's proposed budget and strategic plan was presented to the Bellevue City Council by staff and the Board chair. Following several months of work, both the budget and strategic plan were approved by the Council. The next interaction with the City Council will likely occur later in the year or early in 2027 when major contracts requiring Council approval are presented.

Lizzette Flores shared the financial update for both tourism promotion zones. For the Bellevue zone, it was noted that the remittances after administrative fees totaled approximately $1.137

million, with additional interest earnings being returned to the zone. For the Redmond zone, the remittances totaled approximately $385,414, while the invoiced amounts were approximately $439,000. The Board was reminded that Redmond is intentionally drawing from reserves during the current year, making the financial results consistent with the expectations.

Arts Community Manager Lorie Hoffman provided an update regarding the independent financial review. The contract with the accounting firm Clark Nuber was executed and the review process has officially begun. The firm has already coordinated with both zone administrators, and the review will continue over the coming weeks. The anticipation is that a final report will be ready for the Board at the October meeting. If additional time is required, a special meeting could be called, or the report could be presented at a subsequent regular meeting.

B. Information – Reserves Policy Discussion

Lizzette Flores clarified that reserves are needed in order to maintain adequate balances essential to operations stability. The reserves policy applies to both the Bellevue and Redmond zones. The year-end 2026 reserve balances are projected to be approximately $848,000 for Bellevue and $207,000 for Redmond. Under the newly approved budget, Bellevue is expected to maintain its reserve level because projected revenues will be fully allocated to planned expenditures, while Redmond's 2027 budget reflected the Board's previously discussed target of maintaining reserves at approximately eight percent.

Lorie Hoffman said the written recommendation from Visit Bellevue was included in the packet materials. It suggests a reserve balance equal to 25 percent of projected revenues. The reserve practices elsewhere in the state for TPAs include the City of Redmond's Lodging Tax Advisory Committee which targets approximately 60 percent in reserves, while the Spokane Valley Tourism Promotion Area maintains reserves of roughly 35 percent, although that amount does not appear to be governed by a formal policy. The current reserve levels are approximately 28 percent for Bellevue and eight percent for Redmond, which is consistent with prior Board discussions even absent an established formal policy.

Chair Wade Hashimoto emphasized the importance of ensuring that reserve funds remain dedicated to their intended purposes and not be absorbed into administrative expenses or other uses that do not directly benefit the tourism promotion areas.

Cassandra Leiberman sought clarification regarding the Redmond reserve percentage approved in the 2027 budget and asked how it compares with previous levels. Lorie Hoffman explained that the eight percent reserve will apply going forward and that the discussion will help guide administrators during preparation of the 2028 budget.

Cassandra Leiberman commented that eight percent to 25 percent is a large jump. Such a significant increase could substantially affect existing programs and future spending priorities. Lorie Hoffman reiterated that any policy changes will not affect the already approved 2027 budget but will instead guide future budgeting decisions.

Henning Nopper commented that the TPA legislation will further guide the future but asked if the two zones should ultimately maintain the same reserve percentage. Lorie Hoffman observed that the Bellevue and Redmond zones operate under different circumstances and suggested that different reserve targets might be appropriate. No legal or policy requirement exists for the two zones to maintain identical reserve percentages, although using percentages rather than fixed dollar amounts naturally accounts for the differing financial scales of the two zones.

Rocky Rosenbach expressed support for the 25 percent recommendation but recognized that that would represent a considerable increase for Redmond.

Cassandra Leiberman asked if the Board should seek input from OneRedmond regarding how a 25 percent reserve requirement might affect its operations. Lorie Hoffman clarified that the Board did not need to make a decision at the current meeting, noting that the purpose of the discussion was simply to gather input. It was agreed that recommendations from OneRedmond could be sought along with additional information on whether maintaining different reserve percentages between the two zones would be appropriate. Lizzette Flores added that should a higher reserve target ultimately be adopted implementation could occur gradually over a period of several years rather than immediately.

Chair Wade Hashimoto asked if a reserve policy calling for a 25 percent reserve target for the Bellevue zone is appropriate or whether a lower target, such as 20 percent, would better balance fiscal security with investing available funds in programs and initiatives. Maintaining a 25 percent reserve might unnecessarily restrict resources that could otherwise be used to advance the organization's objectives, and emphasized the importance of ensuring that funds remain productive rather than sitting idle.

Henning Nopper observed that, depending on the outcome of pending state legislation, reserve levels could effectively decline to approximately 20 percent. Lorie Hoffman explained that if the current additional 50 cent tourism assessment is not extended, projected revenues will decrease by roughly 10 percent beginning July 1, 2027, and by approximately 20 percent during 2028 because the reduction will apply to the entire year. The Board will know the outcome of the legislative process before finalizing the 2028 budget, allowing sufficient time to adjust budget planning accordingly.

Chair Wade Hashimoto asked if there will be opportunities to advocate for continuation of the additional assessment should the legislation fail to pass. Lorie Hoffman recommended dedicating a full discussion to legislative issues at the October meeting, explaining that the topic involved numerous considerations that warrant a more comprehensive presentation. When asked whether there were any indications regarding the likelihood of the legislation's success, staff responded that there is insufficient information to speculate on the prospects. The reserve policy comments received will help to guide the preparation of additional policy options for review in October. The expectation is that a formal recommendation could be presented for Board action in February, allowing for sufficient time ahead of the next budget cycle.

Chair Wade Hashimoto suggested that future discussions should address how any funds made available through a reduction in reserve levels might be allocated toward new initiatives or enhanced programming. Lorie Hoffman said it would be premature to speculate because the projected revenues for 2028 have not yet been developed, making it impossible to determine whether reserves will ultimately be needed to offset revenue fluctuations.

5. QUICK BUSINESS – None

6. REPORTS

A. OneRedmond Q2 Report

Lorie Hoffman advised the Board that no quarterly report had been received from the Redmond zone administrator. Quarterly reports are contractually required to be submitted to Bellevue two weeks before each Board meeting. Multiple reminders, calendar invitations, and

opportunities for deadline extensions were provided, but despite those efforts no report had been received by the publication deadline for the meeting materials. Lorie Hoffman said staff will work with OneRedmond to resolve the issue and improve future compliance. Chair Wade Hashimoto acknowledged the explanation and indicated the report will instead be addressed at a future meeting.

B. Visit Bellevue Q2 Report

Brad Jones with Visit Bellevue provided an update on the pending state legislation affecting tourism promotion areas statewide, noting that the eight tourism promotion area cities in Washington have jointly retained a new lobbyist to advocate during the upcoming legislative session. The proposed legislation has already been pre-filed, and the effort is receiving strong support from the Washington tourism and hospitality industries. Optimism was expressed that the legislation extending the tourism promotion area assessment will ultimately be approved.

Brad Jones explained that the performance metrics in the report reflected activity through June, with the exception of visitor spending data which was through May. The report showed that overnight visitation, visitor spending, and economic impact were particularly strong during April and May. The June numbers, however, reflect unusual market conditions because the World Cup significantly altered normal travel patterns. Although traditional visitation declined during the latter half of the month, that denotes only a shift in visitor composition rather than a negative outcome. Total overnight visitation during June was reported at approximately 210,000 visitors, generating an estimated economic impact of nearly $196 million.

Hotel occupancy increased by approximately three percent in April and five percent in May before declining by 2.7 percent in June. Despite the lower occupancy, average daily room rates increased during all three months, culminating in a 10 percent increase during June, while hotel revenues also continued to grow. The industry is doing well in spite of the challenging market conditions. The broader King County lodging market remains somewhat oversupplied, creating additional competitive pressure during periods of market disruption.

Bellevue achieved stronger revenue per available room (RevPAR) growth than either comparison market, reflecting successful pricing strategies by local hotels. While room demand declined modestly in Bellevue during June, the decrease was significantly smaller than those experienced elsewhere in the region. Bellevue hotels maintained pricing discipline and successfully increased revenues despite lower-than-anticipated occupancy growth. The year-to-date comparison further demonstrates that Bellevue continues to outperform the broader regional market in RevPAR growth while maintaining stable occupancy, a result attributed largely to Bellevue's balanced seven-day business travel market.

Chair Wade Hashimoto asked if the performance data could be further segmented by hotel class, such as luxury, upper-upscale, and mid-scale properties. Brad Jones confirmed that such data is available and can be organized geographically, including comparisons between Downtown Bellevue and other parts of the city. Downtown Bellevue hotels generally outperformed the citywide average in both occupancy and room rates. Chair Wade Hashimoto suggested the data would be helpful to have in hand.

With regard to the World Cup-related lodging patterns, Brad Jones reported that preliminary booking data indicates that nearly 70 percent of reservations made through major travel platforms were concentrated in Bellevue's mid-scale hotel segment rather than in luxury or upscale properties, suggesting that many World Cup visitors sought more economical accommodations. Chair Wade Hashimoto allowed that differing reports regarding the event's impact have circulated and expressed an interest in comparing Bellevue's experience with data

from other jurisdictions. Brad Jones agreed to provide the requested segmentation and comparative analysis for future review.

Brad Jones said domestic visitor spending through May reflects visitors traveling from more than 100 miles away but does not distinguish between overnight and day visitors. Domestic visitor spending showed strong performance, with May increasing by approximately 10 percent over the previous year. Retail spending experienced a significant rebound after a comparatively weak performance the prior year. The miscellaneous spending category was the only segment to record a decline. The overall trend reflects healthy growth in domestic visitation and consumer spending.

With regard to international visitation, Brad Jones reported encouraging signs of recovery. International visitation during May increased by approximately 18 percent from the previous year, with roughly 24,000 additional international visitors recorded during the month. Although year-to-date international spending remains relatively flat, visitation trends are improving and the expectation is that there will be additional gains during the peak travel season. Approximately 101,000 international visitors visited Bellevue through May. The key international markets analysis showed that China continues to generate the highest visitor spending despite a decline in total expenditures, while the number of visitors increased. Exchange rates and geopolitical factors likely contributed to lower per-visitor spending. Canada also showed improvement, with visitor spending stabilizing and visitor counts increasing by approximately six percent. Japan, one of Visit Bellevue's established international focus markets, experienced an increase in visitor numbers despite lower overall spending, while South Korea, a newer target market, recorded increases in both visitor spending and visitation, indicating encouraging early results from recent marketing efforts.

Brad Jones said Visit Bellevue spent several years preparing for the World Cup event and focused its efforts on three primary areas: sales and marketing, visitor experience programs, and community engagement. Although numerous last-minute adjustments were required, the team responded effectively and successfully coordinated marketing, communications, visitor support resources, and public relations activities. The event fostered a strong sense of community pride and regional collaboration, with tourism, sports, and local engagement working together to create a positive experience throughout the region.

Brad Jones stressed that the preliminary World Cup performance metrics presented to the Board represent Visit Bellevue's internal analysis rather than official statistics from Visit Seattle or the Seattle host committee. The early estimates indicate that the event generated approximately 14,500 hotel room nights in Bellevue and an estimated $12.5 million in economic impact. The final room-night figures will likely be revised after additional reports become available in August. Group bookings declined somewhat while individual fan travel exceeded the expectations. During match periods, Bellevue hotels experienced approximately a one percent increase in occupancy and a 14.2 percent increase in average daily room rates, resulting in hotel revenue growth of approximately 16 percent. Based on geolocation data, the Seattle World Cup matches attracted approximately 144,000 long-distance visitors, generating roughly 69,000 room nights and an estimated $67 million in total regional economic impact.

With regard to Visit Bellevue's marketing and communications activities for the second quarter, Brad Jones explained that the organization's efforts centered on maintaining strong summer momentum, increasing full-funnel marketing performance, and capitalizing on the heightened visibility created by the World Cup. Significant emphasis was placed on expanding first-party marketing data by increasing subscriptions to Visit Bellevue's own communication channels, allowing the organization to communicate directly with prospective visitors. Video content was identified as an increasingly important component of the organization's marketing strategy because of its effectiveness in capturing audience attention

in a highly competitive digital environment. Website traffic exceeded the performance goals during the quarter, driven both by ongoing marketing initiatives and increased interest associated with the World Cup. That strong performance will not diminish future marketing efforts.

Brad Jones turned to digital advertising performance and reported that there were approximately 2.7 million paid media impressions during the second quarter. There were nearly 32,000 click-throughs at an average cost per click of approximately $0.16, and an overall click-through rate approaching five percent. The social media efforts generated approximately 2.2 million impressions, more than 33,000 audience engagements, and nearly 94,000 click-throughs, while the organization's subscriber base grew to nearly 56,000 individuals. The organization's earned media met with success with a reported 21 media placements during June alone and 82 placements year-to-date. The placements generated an estimated $4 million in media value during June and approximately $41 million in value year-to-date, substantially exceeding the annual performance goals. National publications featuring Bellevue included *Travel + Leisure*, *Food & Wine*, *Reader's Digest*, *TravelPulse*, and MSN; additional major stories are expected to be published in the coming months.

It was reported that approximately 42,000 emails have been sent out during the year, and they have achieved exceptionally strong engagement rates, including a year-to-date open rate of approximately 47 percent. Contrary to common perceptions that email marketing has become ineffective, it was emphasized that carefully targeted content and audience segmentation continues to produce excellent results.

Chair Wade Hashimoto asked how subscriber email addresses are obtained and Brad Jones explained that all subscribers complete a double opt-in process after responding to marketing campaigns or visiting the organization's website, ensuring compliance with email marketing requirements before promotional messages are distributed.

Brad Jones said Visit Bellevue partnered with a number of community organizations in regard to the World Cup. The city did the work of convening and getting everyone on the same page. The website was developed in partnership with numerous community organizations and the City of Bellevue and was expected to generate approximately 25,000 unique user sessions and nearly 30,000 page views during the event. The website served as a central resource for visitors seeking hotel packages, watch parties, soccer-related events, and other community activities. Additional paid marketing efforts were conducted through Expedia, search engine marketing, Sojern, and other advertising platforms. More detailed performance reports will be provided in the future, including hotel-specific booking results. There was favorable national publicity generated during the event, including an article in *Matador Network* describing Bellevue as the most interesting location from which to experience Seattle's World Cup matches. The Expedia campaign alone generated approximately $1.9 million in direct lodging revenue for Bellevue while producing an estimated 78-to-1 return on advertising investment, demonstrating the effectiveness of the organization's targeted marketing strategy.

Two major marketing initiatives have been under development for approximately a year: the new destination promotional video and a completely redesigned website. The video, which was released the previous week, is a versatile marketing asset that can be adapted into shorter advertisements and social media content. The video, which was aired for the Board, showcased Bellevue's attractions through the organization's new branding and emphasized the city's unexpected experiences and sense of discovery. The production features cinematic-quality footage and will become a central element of future promotional campaigns.

The new website is the result of approximately 16 months of development. Although the previous website was only five years old, its underlying infrastructure no longer meets

modern digital standards. The redesigned site places greater emphasis on visual content rather than text while prominently featuring the new destination video and recently created marketing materials. The site has also been specifically optimized for artificial intelligence search tools, reflecting the growing number of travelers who rely on AI-powered search platforms when planning trips. The new website organizes content and metadata in ways that improve AI discoverability while continuing to strengthen the site's online authority. As with any large website launch, minor issues have been identified and corrected.

Cassandra Leiberman inquired about an icon displayed in the upper corner of the homepage, and Brad Jones explained that it is an accessibility tool provided through AudioEye. The system allows users to adjust colors, fonts, and other display settings to accommodate vision impairments, provides screen-reading functionality, and helps ensure continued compliance with accessibility requirements while reducing legal exposure related to website accessibility.

Cassandra Leiberman asked how the website can be both image-focused and optimized for AI search. Brad Jones explained that much of the optimization occurs behind the scenes through coding, metadata, search terms, and structured content that reflects how travelers use AI search platforms. The website is designed to build online authority over time, improving its visibility within AI search engines.

Jane Kantor, director of destination sales for Visit Bellevue, reported that while both lead generation and rooms booked are currently below the budget targets for 2026, overall performance remains stronger than during the same period in 2025. Approximately 129,000 sales leads have been generated compared with the annual budget target of 146,000. The entire industry continues to face a challenging environment. The sales team remains focused on maximizing every available opportunity while working closely with local stakeholders to generate additional business and improve conversion rates.

Jane Kantor, director of destination sales for Visit Bellevue further reported that booking production, although below budget expectations, exceeded the previous year's performance. The current demand is being driven primarily by corporate and association groups, but the events are generally smaller than in prior years, requiring significantly more leads to produce equivalent booking volume. While the lost business trend has begun to decline, it remains disappointing to lose events to Seattle. It is important to maintain perspective and to recognize that Bellevue competes with numerous destinations beyond Seattle. A continued focus on presenting the strongest overall value will remain essential.

With regard to booking patterns and conversion rates, the greatest concentration of lost business continues to occur on Tuesdays and Wednesdays. Weekends remain Bellevue's most persistent challenge because of lower leisure demand. Year-over-year conversion rates have improved by approximately two percentage points. Improving conversions remains one of the organization's highest priorities. To strengthen future performance, Visit Bellevue plans to expand collaboration with hotel partners through strategy sessions focused on identifying new approaches to attracting business. The initial discussions will emphasize attracting additional citywide events and creating more customized visitor experiences that distinguish Bellevue from competing destinations. Some successful citywide events have grown large enough to migrate to bigger cities, creating an ongoing need to replace those events with new opportunities.

Answering a question asked by Chair Wade Hashimoto, Jane Kantor elaborated on efforts to target business during Bellevue's slower shoulder seasons. Rather than concentrating solely on large citywide conventions, Visit Bellevue intends to pursue events that fit more naturally into off-peak periods, similar to successful cheer and dance competitions that have generated business during traditionally slower months. The Lenovo event is a perfect example of

something that worked out really well, but it was an uncommon opportunity rather than a repeatable model. Future efforts will focus on attracting value-oriented events that can fill hotel demand during late fall through early spring while providing flexibility to meet the needs of event organizers. Chair Wade Hashimoto agreed that collaborative efforts such as the Lenovo event benefit the entire community, but recognized that future sales strategies will likely emphasize smaller off-season opportunities capable of strengthening Bellevue's year-round visitation.

Henning Nopper asked if Visit Bellevue's ability to generate additional sales leads is constrained by current staffing levels, and added the suggestion that future discussions about reserve balances might include consideration of investing additional resources in staffing. Jane Kantor responded that simply adding personnel will not necessarily improve results unless those resources are deployed strategically. The current sales team consists of three managers focused respectively on corporate business, association business, and small-market opportunities. Rather than immediately increasing staffing, a future reallocation of responsibilities from smaller markets to larger opportunities might be more effective as market conditions improve.

Brad Jones added that lead generation itself is not the organization's primary challenge, rather the greater need is to make Bellevue's proposals more competitive. While additional staffing could increase activity and the number of leads pursued, it will not by itself improve the competitiveness of those opportunities. Many competing destinations are offering stronger incentive packages and suggested that refining Bellevue's competitive strategy in partnership with local stakeholders will produce greater long-term benefits than simply expanding the sales force.

Transitioning to the Destination Stewardship report, Destination Stewardship and Community Relations director Megan Adams, explained that one of the most effective ways to strengthen Bellevue's competitive position is by providing exceptional visitor experiences, services, and amenities. It was stated that the BellHop transportation program has now provided more than 260,000 rides while saving over 33,000 gallons of fuel. The airport shuttle program has been in operation for about a year and a half and it has served more than 11,700 passengers. It has consistently received excellent customer satisfaction ratings. During June, BellHop continued to maintain strong ridership, and the staff are satisfied with the program's environmental benefits as well as the responsiveness of its operating partner, Circuit. BellHop is an important amenity that assists the destination sales team when competing for meetings and events.

BellHop enjoys a diverse user base. Approximately one-quarter of the riders are visitors, one-half are residents, and the remaining one-quarter are office workers. Although visitor usage represents only a portion of total ridership, the program contributes significantly to placemaking, community building, and the overall visitor experience, all of which ultimately supports tourism growth. The recent Destinations International conference highlighted the importance of integrating tourism into broader community development efforts.

The Bellevue Light Rail Shuttle pilot program is scheduled to begin on August 3 and operate through December 31. The service, which will be funded by Amazon, will operate weekdays from 8:00 a.m. to 6:00 p.m. using two dedicated shuttle vehicles. Visitors arriving at the Downtown light rail station will be able to board the shuttle without using the mobile application and travel directly to hotels, restaurants, retail destinations, and attractions within the BellHop service area. Return trips will be arrangeable through the existing BellHop application. The program will support Amazon's return-to-office initiative while simultaneously advancing Bellevue's sustainability and accessibility goals by encouraging greater use of public transportation. The Board members were invited to attend the program's launch event.

An update was provided regarding the Bellevue Airport and Cruise Shuttle program. Megan Adams said the cruise shuttle, which was launched about a month ago, is already generating positive results, including a recent group reservation of 30 hotel guests who plan to use the service. The shuttle provides transportation from eleven Bellevue hotels directly to the cruise terminal seven days per week at a cost of $30 per passenger, with discounted rates available for larger groups. The shuttle represents another valuable visitor amenity that enhances Bellevue's competitiveness for both group and leisure travel.

Megan Adams shared that the recent Cake Picnic event attracted more than 800 participants over two sessions at Downtown Park. It generated substantial social media attention, including participation by international visitors. The event also served as the launch of Berry Week, a culinary promotion encouraging both visitors and residents to explore Bellevue's restaurants through themed dining experiences. Future culinary promotions, including Crab Week, are planned as part of an ongoing strategy to showcase Bellevue's dining scene. The culinary promotions include a gamified experience encouraging participants to visit multiple establishments, with promotional incentives designed to increase engagement.

With regard to the active transportation initiatives, Megan Adams said Visit Bellevue is partnering with the Hyatt Regency and InterContinental hotels to pilot a Ride-E electric bicycle program that allows guests to rent high-end electric bicycles directly from participating hotels. Data collection is underway to evaluate the program's performance. The Lime Bike Experience partnership offers bicycle rentals ranging from electric bicycles to mountain bikes. Complimentary one-hour rental vouchers are being distributed to participating hotels, allowing guests to explore Bellevue and the surrounding trail system at no cost during the first hour. Both initiatives are pilot programs that are intended to encourage visitors to experience destinations in new ways while expanding sustainable transportation options.

The Destination Stewardship report concluded with updates regarding partner engagement and accessibility initiatives. It was reported that event listing submissions are already approaching or exceeding the annual goals, which reflects strong participation by community partners. Increased engagement through the organization's partner portal has resulted in more businesses updating amenities, submitting events, and enhancing their online listings. The ongoing collaboration with Wheel the World is aimed at improving accessibility training for local businesses and hotels. Approximately 50 partners have already completed verification through the program, and additional training opportunities are planned to substantially increase participation. The efforts are beginning to generate measurable results, including inquiries for accessible hotel accommodations associated with conferences hosted in Bellevue.

The broader partner engagement efforts include regular meetings with hospitality professionals, restaurants, retailers, and front desk staff. The Bellevue Bound podcast, was created to familiarize hospitality employees, many of whom live outside Bellevue, with the city's attractions, businesses, and visitor experiences. Recent episodes have featured Sound Transit, Bellevue Brewing Company, and destination sales initiatives. Optimism was expressed that continued growth in the podcast's audience will further strengthen the hospitality professionals' knowledge of the destinations and enhance their ability to recommend Bellevue experiences to visitors.

## 7. ADJOURNMENT

Chair Wade Hashimoto adjourned the meeting at 2:18 p.m.