

LODGING TAX ADVISORY COMMITTEE

December 7, 2016 (1:05 p.m. to 2:25 p.m.)

Members Present: Nancy Lillquist, Amy McGuffin, Mickey Webb and Hilary Huffman

Members Absent: Matt Anderson

Others Present: Carolyn Honeycutt, EDA Director; and Beth Leader, Operations Analyst

Chair Lillquist called the meeting to order at 1:05 pm.

1. **Minutes of the November 2, 2016 meeting.** Moved and seconded (McGuffin/Huffman) to accept the minutes as written. Motion approved.
2. **Correspondence and Public Comment.**
None
3. **Unfinished Business.**
 - A. **Budget/Financials Review.** Information reviewed and acknowledged.
 - B. **Tourism Committee Report.** Amy reported they are currently working on Meet the Neighbor campaign with 30 local businesses.
 - C. **Sign Committee Report.** Amy reported the wayfinding report is 90% complete, and is anticipated on being completed the first week of January.
4. **New Business**
 - A. **Consolidated Meeting Discussion and Results.** Members requested clarification on which EDA application the City would be funding.

Motion #2016-12-01: *Amy McGuffin moved the committee recommend City Council approve the Resolution submitted by the County for funding of \$34,303 with clarification on the EDA application. Hilary Huffman seconded. Motion approved with all in favor.*
 - B. **Review of the Consolidated Process.** Nancy requested comments and suggestions on the recent process for event funding. Suggestions were discussed to forward to the County.
 - Difference in rating of applications by jurisdictions – when one jurisdiction’s score varies by more than 20% from the other scores, that jurisdiction should have to provide specific comments on why the jurisdiction scored an application low;
 - Scores and allocations must be submitted by jurisdictions to the county by the deadline to be included before the day of presentations, with reasons and/or comments. If not provided in time, that jurisdiction should not be able to participate in the presentations/discussion;
 - Allocations should correlate to scores;

- Provide guidance on what “county-wide” benefit means; emphasize “heads-in-beds” as primary goal;
- Review sustainability rating for events. Define and determine if it needs to be included; how to score one-time events and programs;
- Discuss how surveying is done and what should be required; consider county-wide contracting for professionals (or train RSVP or CWU class?) to survey all events to provide consistency;
- Create a separate rating form for programs rather than using events form – the two should possibly be considered separately;
- Clarify what a correct/acceptable answer to Question 9;
- There needs to be available an online fillable form;
- Don’t include extra application pages that won’t be used for rating in distribution to jurisdictions;
- Consider providing incentive for attending training workshop (extra points?); applicants and reviewers;
- Consider splitting the presentations into two days – too long for one day; consider bringing lunch in?

5. Adjournment.

With no further business, the meeting adjourned at 2:25 pm.

Respectfully submitted,
Beth Leader
Recording Secretary
Drafted: 12/12/2016
Approved: