



Agenda
Regular Meeting of the
Ellensburg Lodging Tax Advisory Committee

March 4, 2020

2:00 p.m.

Council Conference Room
501 North Anderson Street

1. Minutes from Meeting of February 5, 2020.
2. Correspondence and Public Comment Period.
3. Unfinished Business.
 - A. Budget/Financials Review.
 - B. Tourism Committee Report.
 - C. Sign Committee Report.
4. New Business.

Note: Next meeting will be **Wednesday, April 1, 2020.**

5. Adjournment.

.....
Guidelines for Public Comment Period / Audience Comments:

Purpose:

Allow the public to address the Lodging Tax committee on subjects that are not on the regular Agenda at this particular meeting. Comments must concern the City's business or a matter over which the committee has control.

Procedure for Public Participation:

- When recognized, please state your name, and the subject to be discussed.
- Each speaker's comments are to be limited to 5 minutes.
- Submit written comments to the Recording Secretary.
- Speakers are cautioned not to make comments of a personal, impertinent or derogatory nature.

Please note: The Lodging Tax committee will not take action at the meeting at which a subject is first introduced during the public comment period. You may wish to concisely state your concern and request placement of your matter on a future agenda.

LODGING TAX ADVISORY COMMITTEE

February 5, 2020 (2:05 p.m. to 3:00 p.m.)

Members Present: Matt Anderson, Sarah Maes, Christine Ritchie, and Mary Morgan (arrived at 2:20 p.m.)

Members Absent: None.

Others Present: Laurie Gigstead, Executive Assistant; Amy McGuffin and Madison Ford, Kittitas County Chamber of Commerce; Brad Case, Parks and Recreation Director; five CWU students from a tourism class.

Vice Chair Anderson called the meeting to order at 2:05 pm.

1. **Minutes of the December 4, 2019 meeting.** Moved and seconded (Ritchie/Maes) to approve minutes as written. Motion approved.
2. **Correspondence and Public Comment Period.**
 - A. **Email from Taylor Crouch Regarding City LTAC Representative to Dispute Board.** Matt and Sarah attended the consolidated process. Sarah recused herself. Matt agreed to serve on the Dispute Board.
3. **Unfinished Business.**
 - A. **Budget/Financials Review.** Reviewed and acknowledged.
 - B. **Tourism Committee Report.** Madison presented a "Sports and Meetings" PowerPoint on implementing recommendations from the JayRay Tourism Strategic Plan. The Chamber will be partnering with the City Parks and Recreation Department in developing a marketing plan to promote sport related events, meetings and competitions. The Strategic Plan recommends adding staffing and the Chamber will be making a presentation to the City Council on February 18, 2020, presenting an overview of the Strategic Plan recommendation and requesting additional funding for the proposed part time position.

Madison presented the analytics for January 2020.
 - C. **Sign Committee Report.** Amy reported that the Sign Committee is forwarding the design recommendation to the Tourism Committee and should be presenting samples to the City's Lodging Tax Advisory Committee at the March meeting. There may be the need for requesting additional funding as the mechanisms needed in Ellensburg are costly and there will most likely be the need for contracting for installation. Amy asked if anyone was interested in serving on the Sign Committee. Mary expressed interest and asked to be notified of upcoming meetings.
4. **New Business.** None.

Other: Amy advised that the County is putting the call out for Small Capital Funding Projects and the application process should begin soon.

Laurie reminded the members that there is a vacancy for a receiver on the Lodging Tax Advisory Committee.

Next meeting will be **March 4, 2020**. With no further business, the meeting was adjourned at 3:00 pm.

Respectfully submitted,
Laurie Gigstead
Recording Secretary

Drafted: 02/06/2020

Approved:

2020 Budget Expenditures

TENTATIVE RESERVES - END OF 2019	\$431,385.00
Projected 2020 Revenues	\$618,000.00
EOY Balance incl. projected expenditures	\$458,582.00

Fund #	Description	Appropriated	Disbursed thru 2020	Remaining
557-31-51	Event Funding	73,143	0	73,143
	Gallery One	13,320		
	Kittitas County Historical Society	8,500		
	Jazz in the Valley	8,000		
	EDA (Buskers, Dachshunds, Hoedown)	2,800		
	Learn from the Masters Music Outreach	15,000		
	Ellensburg Rodeo Hall of Fame	10,000		
	Valley Musical Theater	2,100		
	Junk-Tiquen in the Burg	2,000		
	Chamber (German Fest)	8,700		
	Huffman Farms	2,723		
		73,143		
557-32-45	Visitor Information Center	170,000	0	170,000
Include utilities in mothly total from 557-31-47	January			
	February			
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51	Website Maintenance	13,000	0	13,000
	January			
	February			
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51-000-001	Collateral Materials	32,000	0	32,000
	January			
	February			
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-33-41	Marketing & Advertising	221,885	0	221,885
	January			
	February			
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-36-41-000-001	5 Year Strategic Plan	20,000		20000
557-36-41	Administration (City)	775	49	726
	Daily Record Ads		23	
	Utilities - S. Interchange Water Bill		26	
594-57-63	Signage	10,000	0	10,000
594-57-63	Capital	50,000	0	50,000
	Adjustment per Council			
Totals		590,803	49	590,754

