



Agenda
Regular Meeting of the
Ellensburg Lodging Tax Advisory Committee

August 5, 2020

2:00 p.m.

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/581485381>

1. Minutes from Meeting of June 3, 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.
 - A. Letter of Support for Kittitas County Small Scale Capital Grants.

Note: Next meeting will be **Wednesday, September 2, 2020.**

5. Adjournment.

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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

June 3, 2020 (2:02 p.m. to 2:36 p.m.)

Members Present: Matt Anderson, Christine Krueger, Sarah Maes and Mary Morgan

Members Absent: None.

Others Present: Laurie Gigstead, Executive Assistant, Madison Ford, Kittitas County Chamber of Commerce, and Laura Crandall, MSRC.

Chair Morgan called the meeting to order at 2:02 pm. Moved and seconded (Anderson/Maes) to approve the agenda as presented.

1. **Minutes of the March 11, 2020 meeting.** Moved and seconded (Anderson/Krueger) to approve minutes as written. Motion approved.
2. **Correspondence and Public Comment Period.** None.
3. **Unfinished Business.**
 - A. **Budget/Financials Review.** Reviewed and acknowledged. Briefly discussed the decrease in revenues due to the impacts the COVID-19 pandemic.
 - B. **Tourism Committee Report.** Madison presented the May data.
 - C. **Sign Committee Report.** Amy did not attend meeting – Madison reported that the committee was looking into a rotating banner system, but this is currently on pause.
4. **New Business.**
 - A. **Discuss event funding and COVID-19.** Chair Morgan requested to discuss the future of funds not spent for 2020 events that have been canceled and asked how the members might want to proceed or potentially reallocate to a small projects program, capital expenditures or move funds into 2021. Matt felt the funds should be held until there is a better sense of where we are at. Christine and Sarah agreed. All acknowledged future revenues will be decreased. The final consensus was to hold the funds back since next year's budget will be smaller due to decreased revenues. The members felt they should be deliberate as they look at the future events that are funded. Madison advised the Chamber has been working with event groups and the Health Department discussing and planning what future events may look like and how to move forward.

Other: Laura Crandall, MSRC, introduced herself and discussed what they were seeing from other communities and that they are developing outreach tools and a webinar to assist moving forward.

Next meeting will be **July 1, 2020.** With no further business, the meeting was adjourned at 2:36 pm.

Respectfully submitted,
Laurie Gigstead
Recording Secretary

Drafted: 06/04/2020

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	129	73,014
	KEEN 2019		129	
	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	31,646	138,354
Include utilities in	January		4,415	
mothly total from	February		4,955	
557-31-47	March		8,526	
	April		4,806	
	May		3,027	
	June		5,917	
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51	Website Maintenance	13,000	3,215	9,785
	January			
	February			
	March		200	
	April		1,893	
	May		590	
	June		533	
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51-000-001	Collateral Materials	32,000	9,995	22,005
	January		4,302	
	February		92	
	March		76	
	April		261	
	May		107	
	June		5,156	
	July			
	August			
	September			
	October			
	November			
	December			
557-33-41	Marketing & Advertising	221,885	109,865	112,020
	January		10,026	
	February		8,934	
	March		29,774	
	April		19,108	
	May		12,217	
	June		29,807	
	July			
	August			
	September			
	October			
	November			
	December			
557-36-41-000-001	5 Year Strategic Plan	20,000		20000
557-36-41	Administration (City)	775	226	549
	Daily Record Ads		46	
	Utilities - S. Interchange Water Bill		180	
594-57-63	Signage	10,000	0	10,000
594-57-63	Capital	50,000	0	50,000
	Adjustment per Council			
Totals		590,803	155,076	435,727

Lodging Tax Revenues

Tax Collected	Month Received	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	% Diff
Nov	Jan	14,169	18,388	16,119	14,276	18,221	18,460	16,968	17,754											32,474	35,253	8.56%
Dec	Feb	10,353	10,411	12,571	13,584	14,698	16,489	18,555	14,415	15,147	14,683	15,207	16,272	17,353	17,738	18,515	24,547	23,589	26,044	26,394	26,416	0.08%
Jan	Mar	11,242	9,368	12,802	13,584	11,339	17,313	26,140	22,474	14,781	15,578	16,385	18,391	19,890	19,906	21,798	22,435	24,104	24,780	28,172	24,341	-13.60%
Feb	Apr	12,366	9,134	10,281	14,055	19,392	18,317	21,625	19,134	20,918	17,647	21,092	20,775	21,448	23,428	30,085	24,309	25,979	28,639	28,704	21,564	-24.87%
Mar	May	16,920	14,357	18,322	22,829	21,014	22,734	25,964	23,669	24,875	26,666	25,798	28,069	31,483	32,723	35,301	36,457	41,496	38,394	42,825	14,989	-65.00%
Apr	June	17,257	16,252	18,030	18,814	17,922	22,137	27,501	34,073	24,960	29,159	29,507	29,595	35,619	34,284	35,718	41,170	45,855	44,431	48,351	8,641	-82.13%
May	July	21,818	23,011	22,299	21,051	29,567	36,692	34,364	37,641	33,418	35,791	33,670	38,639	40,528	40,666	44,613	51,075	54,651	54,672	56,037		
June	Aug	28,538	24,644	28,774	30,709	24,871	33,293	41,157	41,398	39,778	44,945	42,388	42,315	49,135	52,532	56,237	59,814	64,841	69,893	72,926		
July	Sept	25,934	25,837	31,170	24,507	42,655	37,576	43,762	42,950	46,559	46,197	45,437	47,844	50,459	52,574	57,261	64,703	67,931	66,553	67,114		
Aug	Oct	26,344	27,879	28,996	29,384	34,434	37,164	44,682	45,737	39,548	44,752	40,604	45,697	53,540	62,214	51,243	54,598	63,651	63,664	72,296		
Sept	Nov	20,264	33,216	26,311	31,714	31,841	30,782	42,467	35,680	40,969	44,946	42,203	44,937	46,558	45,725	53,775	60,170	60,022	63,415	55,516		
Oct	Dec	19,182	20,616	25,230	24,244	23,256	28,636	31,076	27,530	29,749	30,688	31,029	31,003	33,557	38,129	40,297	40,358	47,271	49,651	47,207		
Nov	Jan								21,023	19,682	19,608	21,526	21,138	22,864	25,117	27,332	31,509	32,500				
TOTAL		224,388	233,114	250,903	258,752	289,209	319,593	374,261	383,478	350,384	370,659	364,846	384,676	422,434	445,036	472,175	511,145	551,890	530,136	578,016	131,205	
									362,455													
% Difference		10.62%	3.89%	7.63%	3.13%	11.77%	10.51%	17.11%	2.46%	-3.33%	5.79%	-1.57%	5.44%	9.82%	5.35%	6.10%	8.25%	7.97%	-3.94%	9.03%		
																			530,136	578,016	9.03%	
																			589,000	618,000	4.92%	

MEMORANDUM

Date: July 30, 2020
To: Lodging Tax Advisory Committee
From: Brad Case, Parks & Recreation Director *BC*
Subject: Letter of Support

In June 2020, City staff applied for a project through the Kittitas County Small Scale Capital Grants program in the amount of \$100,000.00 for the demolition of the old Wells Fargo Bank drive thru structure and related infrastructure. Through the demolition of the structure, the flexibility and footprint of programmable space at the Rotary Pavilion significantly increases.

A requirement of the grant is the municipality's lodging tax advisory committee (or equivalent) being informed of the project and endorsed it through a letter of support. Staff is requesting that the Committee provide a letter of support for this project.