

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: 03/11/2020