

LTAC meeting Notes
August 26, 2016
Cedar Room, City Hall NW

Members present: Skip Rowley, Jim Davis, Will Parkinson, Committee Chair Paul Winterstein,
Members absent: Erica Maniez

Staff: Andrea Snyder

Agenda:

1. Minutes

Only change to minutes is changing the word on the last page from “ruled” to “voted”
Minutes were adopted unanimously with the change proposed.

Slight change for agenda, covered Tourism RFQ update, including successful Port grant.

2. Funding Recommendations

First, Mr. Rowley wanted to make sure that we know how much money LTAC has to spend.

Mr. Winterstein led the discussion to make a rough estimate of the 2017 available budget. Estimate works out to approximately \$293,000 in 2017 budget for LTAC.

These are draft recommendations

\$14,200 matching from Port for tourism RFQ,

\$88,000 event recruitment

\$50,000 for discretionary marketing and promotions for event recruitment

\$20,000 earmarked for VIC (pending presentation from DIA and Chamber after Salmon Days, before the 26th of Oct for budget)

Committee discussed potential for contributing to funding in 2017 of a branding plan and wayfinding plan.

Mr. Jim Davis volunteered to be on committee, Erica might be a good 2nd rep. If she can't do this then Will Parkinson would be happy to step in.

Hiring consultant: Jim takes notes, provides a recommendation to LTAC. Posted and public meeting in September.

Criteria for new firms: What is important to LTAC: Make sure all questions on RFQ are answered. Make sure to get and review plenty of references.

Next meeting: September

