

**CITY OF ISSAQUAH
LTAC Meeting**

1:00 PM
November 2, 2016

MINUTES

Cedar Room
1775 12th Ave NW

MEMBERS AND ADMINISTRATIVE PERSONNEL PRESENT

Committee:

Paul Winterstein, Councilmember (Chair)
Will Parkinson, Hilton Garden Inn
Erica Maniez, Issaquah Historical Society
Skip Rowley, Chamber of Commerce

Administration/Staff:

Andrea Synder, Economic Development Mgr.
Autumn Monahan, Assistant to the City
Administrator
Warren Kagarise, Communications Coordinator

Audience: Joe Deutschman

CALL TO ORDER

The meeting was called to order when a quorum arrived at 1:20 PM.

APPROVAL OF MINUTES

- a) Minutes of Aug. 26, 2016

IT WAS MOVED BY ROWLEY, SECONDED BY PARKINSON TO:

Approve the minutes of Aug. 26, 2016 as presented.

MOTION CARRIED, 4-0.

AGENDA ITEMS

- a) **Discuss and Confirm Tourism Contract Appointment, (A)**

Presented by:

Paul Winterstein, Councilmember & Committee Chair

Rowley recused himself from discussion, given conflict of interest as he is the representative from the Chamber.

Snyder highlights that Tim Morgan was initially recommended because of his resume and performance metrics. He also had a great designer on board who was a founder of Site Selector magazine and could bring contacts as well as design work expertise to Issaquah. That said, immediately before today's LTAC meeting, Tim expressed concerns about executing the contract.

The Committee discussed its options. Rowley asked Snyder what the concerns were with the Chamber doing the work. Snyder discussed concerns the selection panel had with the Issaquah Chamber performing the work— namely bandwidth. Kagarise, who was also on the selection panel, added that the selection committee was also looking for someone with not only experience but a fresh perspective.

Parkinson stated he would like to reissue the RFQ.

Snyder offered that perhaps it would be good to involve Visit Seattle and the Bellevue Convention and Visitor's Bureau to take a look at the RFQ and suggest any changes. Rowley expressed reservations at the idea of Visit Seattle wanting to perform the work. Parkinson agreed it may be a conflict of interest since Issaquah would be a competitor. Parkinson later clarified that some small changes to the RFQ might be appropriate, but that any major changes to the scope would not be acceptable. The committee voiced a desire to see and approve of any RFQ changes before it was issued.

IT WAS MOVED BY PARKINSON, SECONDED BY ROWLEY, TO:

Re-issue the RFQ in the beginning of 2017 after exploring some changes.

MOTION CARRIED, 4-0.

b) Review 2017 LTAC Budget, (D)

Presented by:

Paul Winterstein, Councilmember & Committee Chair

There was a general consensus that the revenues forecasted were very conservative.

c) Final Recommendations for 2017 LTAC Funding, (A)

Presented by:

Paul Winterstein, Councilmember & Committee Chair

Winterstein asked why there weren't any applications regarding a visitor's center? Snyder replied that she spoke with the Chamber and DIA and the executive directors of both organizations did not feel they would be requiring additional funds for various reasons. The Chamber in particular said they expected to absorb any costs into their existing budget. Winterstein asked if they could set aside some budget for a VIC just in case they determine later they may need it. Snyder said that the city attorney's interpretation of the RCW is that applications are necessary to be granted funding and that LTAC can only recommend funding based off of the applications received. Instead, if an organization would like to apply for LTAC funding mid-year, LTAC could go through another application process to accommodate.

Winterstein observed that a wayfinding plan was not included in their draft recommendations at their last meeting, but that they received an application to fund a wayfinding plan. Rowley brought up concerns that the total amount was too much for a plan that didn't include actual design of the signs. Winterstein asked how the project budget was estimated. Snyder replied that she looked at neighboring cities who had done their plans in the past 5 years and the cost reflected what other cities had spent on consultants. Winterstein asked to be sent a sample plan from another city.

The Committee discussed the event recruitment proposal. Snyder emphasized that it includes the Port of Seattle matching requirement and the additional marketing budget.

Next the Committee talked about the branding proposal. Monahan talked about the proposal, highlighting the city general fund contribution that is in the Mayor's budget proposal. The branding estimate did not include logo or design work.

The following are the final budget recommendations which Winterstein will present to City Council:

Branding	\$ 40,000 from LTAC, total budget \$70,000
Wayfinding	\$ 85,000
Tourism contract	\$135,000
TOTAL	\$260,000

11-02-16 Lodging Tax Advisory Committee

IT WAS MOVED BY ROWLEY, SECONDED BY MANIEZ, TO:

Approve the final budget recommendations as presented.

MOTION CARRIED, 4-0.

ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 2:27 PM.