

4:00 PM
September 28, 2017

MINUTES

Baxter Room
1775 12th Ave NW

MEMBERS AND ADMINISTRATIVE PERSONNEL PRESENT

Committee Members:

Paul Winterstein, Councilmember (Chair)
Will Parkinson, Hilton Garden Inn
Erica Maniez, Issaquah Historical Society
Hamilton McCullough, Chamber of Commerce
Quynh Phan, SpringHill Suites

Administration/Staff:

Tim Dutter, Economic Development Mgr.

CALL TO ORDER

The meeting was called to order at 4:00 PM.

APPROVAL OF MINUTES

- a) Minutes of June 1, 2017

IT WAS MOVED BY PARKINSON; SECONDED BY WINTERSTEIN TO:

Approve the minutes of June 1, 2017 as presented.

MOTION CARRIED, 5-0.

- b) Minutes of November 2, 2016

IT WAS MOVED BY PARKINSON; SECONDED BY WINTERSTEIN TO:

Approve the minutes of November 2, 2016 as presented.

MOTION CARRIED, 5-0.

AGENDA ITEMS

- a) **Approval of Regular Meeting Schedule, (A)**

Presented by: Paul Winterstein, Chair

A standard date and time for regular meetings was not established, however, the next meeting was set for 3:00 PM on October 26, 2017.

- b) **Welcome and Orientation, (I)**

Presented by: Paul Winterstein, Chair

Winterstein conducted orientation and instructions. Dutter was introduced as the new liaison for the City. Phan was introduced as the newest committee member, representing SpringHill Suites.

c) **Review of LTAC Laws and Roger Brooks Study, (I)**

Presented by: Tim Dutter, Economic Development Manager

Dutter conducted an overview and explanation of the Roger Brooks Study. The study provides guidelines for LTAC. Dutter suggested that LTAC focus on two of the eleven guidelines: creation of a Visit Issaquah organization, and hiring of a Director for this future organization.

Winterstein noted that the Roger Brooks Study called for using LTAC dollars for the economic development, not as community nonprofit grants. Over the past two years, there has been a shift to ween nonprofits off of LTAC grant money.

d) **Discussion of Formation of Visitor's Organization, (D)**

Presented by: Tim Dutter, Economic Development Manager

The group discussed next steps of forming a Visit Issaquah organization. Costs are projected at \$90 to file the 501c3 and articles of incorporation. The Board for this organization would consist of LTAC, with the addition of four more persons representing organizations and/or businesses. The committee agreed the next steps were to prepare a presentation for City Council that includes: a resolution to create Visit Issaquah, vision of Visit Issaquah and budget for 2018.

e) **Discussion of Agenda Priorities, (D)**

- Tourism Contractor
- Visit Issaquah
- Branding
- Wayfinding

Presented by: Paul Winterstein, Chair

The committee discussed the next priorities for LTAC in 2018. These priorities include: the foundation for Visit Issaquah, the hiring of a Director to run this organization, to assist in funding the City's branding campaign, and to assist in funding the City's wayfinding campaign.

f) **Review of 2017 Budget, (I)**

Presented by: Paul Winterstein, Chair

g) **Discussion of 2018 Budget, (A)**

Presented by: Tim Dutter, Economic Development Manager

LTAC reviewed the 2017 LTAC budget.

ADJOURNMENT

There being no further business to come before the committee, the meeting was adjourned at 5:30 PM.