

3:00 PM
October 26, 2017

MINUTES

Hilton Garden Inn and Suites
1800 NW Gilman Blvd.

MEMBERS AND ADMINISTRATIVE PERSONNEL PRESENT*Committee:*

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 3:00 PM.

APPROVAL OF MINUTES

- a) Minutes of September 28, 2017

IT WAS MOVED BY MANIEZ; SECONDED BY PARKINSON, TO:

Approve the minutes of September 28, 2017 as presented.

MOTION CARRIED, 5-0.**AGENDA ITEMS**

- a) **Review Draft Resolution of Visit Issaquah, (D)**

Presented by: Tim Dutter, Economic Development Manager

Tim Dutter presented the resolution for the foundation and creation of Visit Issaquah as a nonprofit organization governed by a Board of Directors. Winterstein recommended that a few items be added including: the hiring of an executive director to manage the organization, that the LTAC is annually funded via the lodging tax, and the deadline being March 1, 2018. Winterstein also noted a spelling mistake on "trails" and recommended adding Poo Poo Point to the resolution as one of Issaquah's tourism assets. Parkinson asked Winterstein if LTAC is able to vote on the agenda item. The LTAC couldn't vote on this item as it was registered for discussion. Dutter agreed to make the changes and bring the resolution to the next LTAC meeting for a vote.

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

Presented by: Paul Winterstein, Chair

The Committee decided that a doodle poll was necessary in order to create a regular meeting date and time for future meetings. Dutter agreed to create and send out the doodle poll to Committee members via email.

- c) **Review/Approve Visit Issaquah Mission Statement, (D)**

Presented by: Tim Dutter, Economic Development Manager

The Mission statement was reviewed and approved. However, it was registered as a discussion item. The Committee approved it, pending minor corrections. McCullough agreed to make the corrections. The Mission statement currently reads as follows: "Visit Issaquah is a nonprofit organization serving as Issaquah's official Destination Marketing Organization

(DMO). Visit Issaquah increases tourism in the region by marketing our hotels, amenities, attractions and events.”

d) **Discussion of Opportunity/Sustainability Fund, (I)**

Presented by: Tim Dutter, Economic Development Manager

Tim Dutter explained that he met with Tom Norwalk, the President of Visit Seattle. During that meeting, Norwalk explained that Visit Seattle has both a sustainability fund and an opportunity fund. Dutter suggested that the future Visit Issaquah Board eventually create one savings fund called a sustainable and opportunity fund. The purpose would be to create a savings account for future unpredicted shortfalls (sustain), and for unseen opportunities that might arise in the arena of tourism (opportunity). The Committee agreed that this would be something for the future Visit Issaquah Board to discuss. Dutter also recommended LTAC be in a position to control the spending of these funds in the future.

e) **Review/Approve 2018 LTAC Budget, (A)**

- Tourism Contractor
- Visit Issaquah
- Branding
- Wayfinding

Presented by: Paul Winterstein, Chair

The Committee discussed the budget for 2018. It was decided not to budget for branding and wayfinding, as it was budgeted for the year prior. The Committee will wait for the City's communication department to lead the branding campaign. The Committee is still discussing whether or not it can fund the wayfinding study before the branding campaign. It was agreed to budget \$150,00 for the hiring of the DMO Director, and another \$30,000 for startup fees associated with the creation of the Destination Marketing Organization. LTAC currently has approximately \$500,000 in funds. It was agreed that the Committee would have the DMO created as a nonprofit with a Director in place no later than March 1, 2018.

IT WAS MOVED BY WINTERSTEIN; SECONDED BY PARKINSON, TO:

Approve the 2018 LTAC budget as presented.

MOTION CARRIED, 5-0.

f) **Articles, Bylaws, and Board Members, (D)**

Presented by: Paul Winterstein, Chair

The Committee decided that the Board of Visit Issaquah will consist of the 5 LTAC members, 1 nonvoting City representative, and the addition of four other businesses or organizations. There was no discussion of the bylaws or articles of incorporation. There was no discussion of what other businesses or organizations would join the Board.

g) **Discussion of Strategic Planning, (I)**

Presented by: Tim Dutter, Economic Development Manager

Dutter suggested that once the new Board of Directors is in place, they immediately hire an outside consultant to assist in Strategic Development. The Committee agreed that this would be a discussion for the Visit Issaquah Board of Directors.

ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 5:45 PM.