

8:00 AM  
April 27<sup>th</sup>, 2018

## MINUTES

Adair 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

*Administration/Staff:*

Tim Dutter, Economic Development Mgr.

Absent: Quynh Phan, SpringHill Suites

### CALL TO ORDER

The meeting was called to order at 8:05 AM.

### APPROVAL OF MINUTES

- a) Minutes of March 30, 2018

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

Approve the minutes of March 30, as presented, with one correction. The adjournment time needed to be corrected from 5:45 PM to 9:45 AM.

**MOTION CARRIED, 4-0.**

### AGENDA ITEMS

- a) **Creating the Criteria and Number of Board Members for the DMO, (D)**  
*Presented by: Paul Winterstein, Chair*

The LTAC agreed that it is important for the panel to keep in mind that this board is in start-up mode. Winterstein suggested that the LTAC doesn't hamstring the committee into selecting individuals from particular sectors or organizations. However, he did feel that these establishments needed to be represented in some type of capacity: Hotels, Food and Beverage, Attractions, Amenities, Marketing Professionals. Moreover, he suggested that it is important to keep in mind certain skill sets that might tie in with representation. Parkinson agreed, and gave an example of a representative who could write bylaws or possessed another skill for the Board. Paul mentioned that the Board should be heavy on marketing professionals. The LTAC agreed that these are recommendations for the panel, and are not mandated. Board experience would also be a key criteria. Parkinson mentioned that City Parks/Recs should be represented on the Board, due to the amount of tourism generated via athletics. The LTAC agreed that although residency in Issaquah is preferred, it shouldn't be mandatory. Parkinson reiterated that the DMO is looking for the right types of visitors, and this can include day trips. Dutter mentioned that the Board should not be limited to nine persons, and that the future bylaws should state the Board membership consist of no less than nine members and no more than fifteen members.

**b) Discussion of DMO Bylaws, (D)**

*Presented by: Paul Winterstein, Chair*

The LTAC briefly discussed the development of bylaws, but felt that the Board of Directors should write the bylaws. The possibility of future membership was discussed. Parkinson mentioned that perhaps organizations outside of Issaquah could pay a fee to be involved with the DMO.

**C) Discussion of AVP funding (A)**

*Presented by: Tim Dutter*

The LTAC discussed funding marketing and events for the AVP (Association of Volleyball Professionals) in June of 2018. Last year the LTAC paid for the VIP reception, totaling a cost of approximately 13,000. Dutter reviewed the proposals from Tokita Bethune, the same marketing company used in the prior year. The LTAC decided to commit 25,000 for the 2018 AVP for Tokita Bethune to conduct marketing and host three events: the VIP Reception, Kids volleyball clinic, and Yoga on the Beach. However, the two priorities for the LTAC were for Tokita Bethune to cover the cost of shuttles to and from the event, and the VIP reception. Any funds left over are to go towards the other events, pending Tokita Bethune can raise sponsorships to cover some of the costs. Parkinson didn't agree with covering the shuttles. Paul noted that he wanted to see performance metrics with the shuttles.

**IT WAS MOTIONED BY MCCULLOUGH, SECONDOED BY MANIEZ TO:**

Approve 25K in funding to Tokita Bethune for the June 2018 AVP to conduct marketing, events, and shuttles. The two priorities are shuttles and the VIP reception.

**ADJOURNMENT**

There being no further business to come before the committee, the meeting was adjourned at 9:45 AM.