

09-13-18 Lodging Tax Advisory Committee  
Minutes  
9:00 AM  
September 13, 2018

Page [0000]

1484 Hyla Avenue NW,  
Issaquah, WA

## MINUTES

### 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  
Pham Quynh, SpringHill Suites

*Administration/Staff:*

Tim Dutter, Economic Development Mgr.

### CALL TO ORDER

The meeting was called to order at 9:08 AM.

- a) Committee Membership

### APPROVAL OF MINUTES

- a) Minutes of April 27, 2018

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

Approve the minutes of April 27, as presented.

**MOTION CARRIED, 5-0**

### AGENDA ITEMS

- a) **Update on Destination Marketing Organization, (D)**

*Presented by:*

*Will Parkinson, Hilton Garden Inn*

Will explained the importance to differentiate between the LTAC and the DMO. Will explained that the DMO is off to a great start. Many applications for Board positions. Board consists of 9, approximately 30 applications for board positions. Met as a full board 3 times. Number 1 project, ED job description. Drafted a cover letter for job description. Approved bylaws. Those are coming back to Council on October 1st. Approved 2019 budget. IRS filing is done with the IRS, under status that it will be a nonprofit status. (Kathy explained.) Could take 3-18 months. Meeting every 2 weeks. Board approved to post ED positions. Deciding to post after the October 1 Council meeting, after approval of the bylaws. Paul suggested to set a 2-year assessment for the ED, for the BOD to do an examination of his or her job description and to assess where they are at in terms of expectations. One restaurant seat open. Hamilton mentioned the owner of WildFin. Paul explained that it's always good to have board members at the council meetings. Paul said that they are aware of that and will discuss at the next meeting.

- b) **Discussion of the AVP and Possibility of an Olympic Qualifier 2019, (D)**

*Presented by:*

*Tim Dutter, Economic Development Manager*

Paul, it's the State park, it's their venue. The role of the City is to perhaps offer money, and a traffic plan. Hamilton discussed whether or not it has direct impact on Issaquah, business, the economy and the DMO. Seattle Sports Commission, Kara, LTAC, City, more players involved. Paul explained that the AVP would ideally fall under the DMO, as a convener, to bring together the proper entities. LTAC needs to see the model, the numbers, the pro forma. The economic impact. Tim to report after his call Todd. More information is needed.

c) **Presentation on Branding and Wayfinding, (D)**

*Presented by:*

*Jennifer Fink, Parks Planner*

*Matt Mornick, Special Projects Manager*

Jennifer Fink: parks adopted strategic plan in July. Part of that plan calls for wayfinding, in the city and in the parks. Major planning projects are already underway, and wayfinding is a critical component of that. Parks is putting a capital projects request in. Matt explained that branding and wayfinding are complex, and that they work together. Jennifer explained that the City is seeking one consultant to do both wayfinding and branding, simultaneous efforts. 250K for the wayfinding placement study and branding, and then another 1-2 million for implementation of the signage. Matt explained that criteria would be designed for private business and would tie in with the larger branding effort. Parks: 100K for wayfinding, ED and Comm 60K for branding, leaves a gap of 90K for the work to fund. Asking 90K from the LTAC to close the gap.

d) **Discussion of LTAC 2019 Budget, (D)**

*Presented by:*

*Paul Winterstein, Chair*

*Tim Dutter, Economic Development Manager*

Budget: 2018, spent 25K on AVP, DMO still has about 147K, need appropriate.

2019 Budget:

DMO – 220- reserves for this as well.

Branding and Wayfinding 90, Will do it with our reserves, Erica supports.

AVP-standard: 15k add 30 to get, 45k for Olympic

355K for request.

Erica moved to approved budget as presented, Quynh seconded. Hamilton had left, passes 4-0.

## ADJOURNMENT

There being no further business to come before the committee, the meeting was adjourned at \_10:10 AM.

The next meeting date is to be determined.