

04-23-19 Lodging Tax Advisory Committee  
 Minutes  
 9:00 AM  
 April 23, 2019

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Hilton Garden Inn, 1484 Hyla  
 Avenue NW, Issaquah, WA

## MINUTES

### MEMBERS AND ADMINISTRATIVE PERSONNEL PRESENT

*Committee:*

Stacy Goodman, Councilmember (Chair)  
 Will Parkinson, Hilton Garden Inn  
 Patty Hagar, Visit Issaquah  
 Hamilton McCullough, Chamber of  
 Commerce  
 Wendy Floyd, SpringHill Suites

*Administration/Staff:*

Tim Dutter, Economic Development Mgr.  
 Autumn Monahan, City of Issaquah  
 Beth Javens, Visit Issaquah

### CALL TO ORDER

- a) Committee Membership

Council member Stacy Goodman called the meeting to order at 9:03 am. The group went around the table and completed introductions. Beth Javens and Autumn Monahan were present as non-committee members.

### APPROVAL OF MINUTES

- a) Minutes of September 13, 2018

Will Parkinson motioned to approve the minutes, with a note of the misspelling of Hamilton McCulloh's last name, spelled correctly here. McCulloh seconded the motion. Motion carried 5-0 to approve the minutes.

### AGENDA ITEMS

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

*Presented by:*

*Will Parkinson, Hilton Garden Inn*

Will Parkinson gave an update on the DMO. Parkinson explained that nine of the eleven Board seats are currently filled. He mentioned that the Board had determined to wait until the arrival of the Executive Director before filling the last two seats. He stated that it would be nice to have a representative from a restaurant. McCulloh stated that the owner of Wildfin, Atilla, might be interested, as he was in the past. Beth Javens, the recently hired Executive Director has a temporary location above the Rolling Log Bar and Grill. Parkinson said that the Board is currently seeking partnerships with other tourism entities, the Washington Tourism Alliance being one example. Parkinson said that the Board and Beth Javens have also sought guidance from similar organizations, including Visit Seattle and Visit Bellevue. Parkinson stated that all in all, the DMO is on the right path for success. Hamilton McCulloh mentioned that there are organizations that can conduct expertise studies on tourism impacts in Issaquah, and that it might be worthwhile for the DMO to pursue these efforts. The LTAC agreed that it would be up to Visit Issaquah to request said items in a future budget.

- b) **Discussion of the AVP, (D)**

*Presented by:*

*Tim Dutter, Economic Development Manager*

Tim Dutter started the conversation by explaining the history of the LTAC with the AVP. Dutter explained that it was an economic driver in terms of tourism. McCulloh questioned if it had a direct benefit to Issaquah in terms of the economy. In 2017, the LTAC budgeted 15,000 for the VIP gathering for the AVP. In 2018, with the hopes of the event becoming an Olympic qualifier, the LTAC budgeted 45,000. This money was spent on the VIP party, the traffic plan, the yoga on the beach and the kid's clinic. In 2019, Dutter explained that the LTAC budgeted 15,000 for the VIP party, but also attempted to lure the AVP into an Olympic qualifier by adding an additional 30,000 if the event were to become an Olympic qualifier. Dutter explained that it was not selected, although the money was still set aside. The LTAC agreed that the amount should remain at 15,000. Parkinson asked if there might be a last minute request for additional funding from the AVP to the LTAC. Dutter stated that he hoped there wouldn't be, but did know that there were conflict issues on costs between the AVP and the Sammamish State Park. Parkinson explained that it would be better for the LTAC in 2019 to budget for the event, as the DMO would not be ready to make a decision on whether or not to put money towards it. The LTAC agreed that, moving forward in the future, it would be the DMO's job to analyze the impact of the event and whether or not to request funding for it.

c) **Introduce Beth Javens, Visit Issaquah Executive Director, (I)**

*Presented by:*

*Tim Dutter, Economic Development Manager*

d) **DMO Metrics and Reporting to LTAC, (D)**

*Presented by:*

*Beth Javens, Visit Issaquah Executive Director*

*Tim Dutter, Economic Development Manager*

e) **LTAC 2019 Budget, (D)**

*Presented by:*

*Tim Dutter, Economic Development Manager*

## **ADJOURNMENT**

The next meeting is to be determined.