

06-10-19 Lodging Tax Advisory Committee
Minutes

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9:00 AM
June 10, 2019

SpringHill Suites by Marriot,
1185 NW Maple Street,
Issaquah, WA

MINUTES

MEMBERS AND ADMINISTRATIVE PERSONNEL PRESENT

Committee:

Stacy Goodman, Councilmember (Chair)
Will Parkinson, Hilton Garden Inn
Patricia Hagar, Visit Issaquah
Wendy Floyd, Marriott Hotel

Administration/Staff:

Tim Dutter, Economic Development Mgr.

Please note, this agenda also serves as the special meeting notice pursuant to RCW 42.30.080.

CALL TO ORDER

- a) Committee Membership

The meeting was called to order by Councilmember Stacy Goodman at 9:02 AM.

APPROVAL OF MINUTES

- a) Minutes of April 23, 2019

Hagar moved to approved. Floyd seconded. Motion passed to approve the minutes from the October 23rd meeting 4-0.

AGENDA ITEMS

- a) **Support of AVP for Traffic Plan for AVP Tournament, (A)**

Presented by:

Tim Dutter, Economic Development Manager

Tim Dutter explained that the AVP had not submitted a sufficient traffic plan as part of their tournament at Lake Sammamish State Park. It is not only a requirement by the City, but also a requirement of the State Parks. The prior plan did not suffice. Dutter explained that the Parks Division felt that the AVP needed to submit a cohesive plan that would be staffed. The AVP, on the other hand, felt that it was the State Park's job to move people safely in and out of the Park. Dutter recommended that the LTAC pay for the company Tokita Bethune to design and execute the 2019 AVP traffic plan. He recommended this company because they had completed the design and execution of the traffic plan in 2018, and already had the design drawn out. The main cost would be staffing of the flaggers, VMS reader board signs and other signage to move people in and out of the park during the AVP tournament. Dutter stated that, with no plan in place to move forward, the event would most likely be canceled, which would have a devastating impact on the community and effect the local economic impact received from the event. Dutter explained that the traffic plan would cost roughly \$10,000 to design and execute, and he recommended the LTAC approve LTAC funds to be awarded to the project. Dutter explained that the LTAC had already budgeted \$45,000 for the AVP event in 2019. Of this, \$15,000 was meant to be used for the VIP party and another \$30,000 had been committed as a "teaser" for the AVP to become an Olympic Qualifier.

Parkinson moved to approved LTAC funds for no more than \$10,5000 to pay for the AVP traffic plan and to have Tokita Bethune execute it and to be brought under contract by the City. Floyd seconded. Motion passed 4-0.

b) **LTAC Vacancy by Hamilton McCulloh, Chamber to Appoint New Board Member, (D)**

Presented by:

Tim Dutter, Economic Development Manager

Tim Dutter explained that Hamilton McCulloh had resigned his position with Greenrubino, and as such, had resigned his position with the Chamber of Commerce, which resulted in him resigning from the LTAC. Dutter explained that he discussed this with Councilmember Goodman, and that the Chamber of Commerce requested a month or two to submit to the LTAC a new recommendation. Once received, Dutter will bring back to the LTAC for approval and then submit the request to the Mayor and City Council.

c) **City Branding and Wayfinding Update, (D)**

Presented by:

Tim Dutter, Economic Development Manager

Autumn Monohan, Assistant to the City Administrator

Dutter explained that after he and Autumn (Director of Communications) had met with several business leaders and organizations, there didn't seem to be much of a push to do Branding in 2019. The result, Dutter explained, was that there would be a new RFP issued with a more focused agenda on Wayfinding and design. The LTAC budgeted \$90,000 for this project for 2019. Dutter explained that he would come to the next LTAC meeting with more info and would invite someone from the LTAC to serve on the interview committee for the Wayfinding Project.

ADJOURNMENT

Councilmember Goodman adjourned the meeting at 10:05AM.

INQUIRIES

Please contact Tim Dutter at (425) 837-3424 or timd@issaquahwa.gov.

Meeting room is wheelchair accessible. American Disability Act (ADA) accommodations available upon request. Please phone 425-837-3000 at least two business days in advance.

Note: Times listed for meetings topics are approximate and items are subject to being shifted from the original order.

(I) Informational, (A) Action Needed, (D) Discussion