

**CITY OF ISSAQUAH**  
**Lodging Tax Advisory Committee – Special Meeting**

10:00 AM  
November 18, 2021

Virtual Meeting

**MINUTES**

**MEMBERS AND ADMINISTRATIVE PERSONNEL PRESENT**

Alternate Meeting Format: On March 6, 2020 the Mayor declared a civil emergency due to the outbreak of novel coronavirus (COVID-19). On March 24, 2020 the Governor issued Proclamation 20-28 relating to the COVID-19 emergency and open public meetings. The proclamation has been extended. Due to these factors, the meeting was held using a remote meeting platform.

*Committee:*

Stacy Goodman, Councilmember (Chair)  
Kathy McCorry, Chamber of Commerce  
Will Parkinson, Hilton Garden Inn  
Jarod Munzer, Cougar Mountain Zoo

*Administration/Staff:*

Jen Davis Hayes, Economic Development  
Manager  
Benton Coblentz, Economic Development  
Coordinator

VACANT (formerly James Calabrese,  
Marriott Hotel)

**CALL TO ORDER**

The meeting was called to order at 10:00 AM.

**APPROVAL OF MINUTES**

- a) Minutes of Sept. 29, 2021

PARKINSON motioned, MCCORRY seconded to approve the minutes with a change to the note of starting time from 10:30 PM to 10:30 AM. APPROVED by unanimous consent.

**PUBLIC COMMENT** – Christina Bruning, Downtown Issaquah Association, appreciated LTAC's support for the AI Fresco on Front Street.

**AGENDA ITEMS**

- a) **Funded Initiative Updates, (I)**

*Presented by:*

*Mark Clemens, Geocoinfest*

*Jennifer Adut, Friends of Lake Sammamish State Park*

*Sasha Hendricks and Jordan Veasley, Cougar Mountain Zoo*



Mark Clemens, Geocoifest, presented on their two virtual geocaching projects funded by LTAC. Sherlock Map was all in Issaquah. October 31 event was distribution throughout the state and people visited Issaquah to redeem prizes.

**Geocoifest**  
LTAC Meeting Summary 11-18-21  
Mark Clemens, Geocoifest

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**LTAC Partnership**  
Grant: \$8400

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**SHERLOCK Attendees**  
The kickoff event (August 21<sup>st</sup>)  
**Attendance:** 167  
**Average distance traveled:** 51.00 miles  
**States:** Oregon, Nevada, California, Idaho and 10 Washington counties.  
50 Snag the Tag locations were set up near businesses and amenities with 35 being claimed around the city including the Highlands

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Yearly national and international outdoors trade show event.  
**2020 Pandemic**

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**SHERLOCK MAP**  
50 locations to visit

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**Business Impact**  
**Survey Results**  
• 44 people purchased at least three meals in Issaquah  
• 72 people purchased at least two meals in Issaquah  
• 119 people purchased at least one meal in Issaquah  
**235 total meals**  
• 101 bought additional items, from a local business  
**Frequented:** Boehms chocolate, Top Pot Donuts, Art by Fire, Target, REI, Farmer's Market, PCC, Hobby Lobby, Safeway, Yum-e Yogurt, Issaquah Coffee Company  
• **Gasoline:** 31 people purchased  
• 116 participated in the Al Frisco Streatery

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**Adventure Lab Stats**  
Sherlock Mystery Adventure  
99 Participants  
80 Adventures Completed  
446 Locations Completed  
**Year long program 99 participants Visited 446 locations**

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**Halloween Attendees**  
The kickoff event (August 21<sup>st</sup>)  
**Attendance:** 117  
**Average distance traveled:** 63.00 miles  
**States:** Oregon, Nevada, California, Idaho, Montana and 12 Washington counties.  
50 Snag the Tag locations were set up near businesses and amenities with 35 being claimed around the city including the Highlands

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**Oct 31 Event**  
Grant: \$4400

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**Conclusion**  
Using LTAC funds Geocoifest was able bridge the revenue gap and continue operating through 2021. A 12-month financial roadmap has been laid for 2022.  
As of November 18<sup>th</sup> we estimate the LTAC funds have generated about \$21,000 in local tourist revenue for the city.  
**Thank you. Issaquah.**

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Jordan Veasley, Cougar Mountain Zoo, presented about the Summer Visitor Attraction & Education Programs. Event was successful and plan to make a recurring event. People from outside area (example Forks, WA) visited because of this advertising.

**b) 2022 Membership Composition & Term Options (A)**

*Presented by:*

*Benton Coblentz, Economic Development Coordinator*

Term limits were discussed. Does it make sense to extend from 1-year to 2-years or more?  
Does it make sense to stagger terms?

Commissioners discussed and agreed to keep the same.

**c) 2022 Workplan (D)**

*Presented by:*

*Councilmember Stacy Goodman, Chair*

*Benton Coblentz, Economic Development Coordinator*

Commissioners reviewed the suggested workplan and made no changes, keeping the May meeting as scheduled. The workplan is a living document and the Commission will discuss and could make adjustments to the schedule in 2022, as appropriate.

A summary of data from projects will be posted on the LTAC webpage.

## REPORTS

**a) City Council Update, (I)**

City Council approved Visit Issaquah contract and 2022 budget. This is Councilmember Goodman's last LTAC meeting and last year on the Council.

Commissioners thanked Councilmember Goodman for her service.

## GOOD OF THE ORDER

Kathy McCorry, representing Greater Issaquah Chamber of Commerce, provided an update about the success of Salmon Days ability to attract visitors to the area and spent nights in Issaquah and shopped and dined in local businesses.

## ADJOURNMENT

The meeting was adjourned at 11:04 AM.