

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

10:00 AM  
March 9, 2022

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:*

Russell Joe, Councilmember (Chair)  
Kathy McCorry, Chamber of Commerce  
Matthew McReynolds, SpringHill Suites  
Marriott  
John Parizek, Hilton Garden Inn  
Frank Stilwagner, Village Theatre

*Administration/Staff:*

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

**CALL TO ORDER**

The meeting was called to order at 10:09 AM.

**WELCOME & INTRODUCTIONS**

Mayor Mary Lou Pauly welcoming the Committee and thanked for the help to organizations during the pandemic. She is interested in learning about the tourism trends and how City can support tourism.

Committee members introduced themselves.

Committee member MCREYNOLDS absent.

**APPROVAL OF MINUTES**

a) Minutes of Nov. 18, 2021

MCCORRY motioned, STILWAGNER seconded to approve the minutes as presented.  
APPROVED by unanimous consent.

**PUBLIC COMMENT**

Christy Garrard, the new Director of Business Development for Visit Issaquah, introduced herself. Christy worked at Issaquah Highlands Council. She welcomes opportunities to reach out to Committee members and other tourism partners to make connections and increase hotel stays.

Will Parkinson introduced himself and offered to answer any questions about the historical activities of the Committee.

## AGENDA ITEMS

a) **Welcome & Introductions (I)** conducted prior to approval of minutes.

b) **Budget Update (I)**

*Presented by:*

*Benton Coblentz, Economic Development Coordinator*

Charts depicting tax revenues and ending fund balances from 2015 through 2021 were reviewed.

Committee member STILWAGNER requested ending fund balance for 2021. Staff will share information in writing to all members.

c) **2022 Funding Application & Timeline (A)**

*Presented by:*

*Benton Coblentz, Economic Development Coordinator*

After review of previous funding initiative information, the Committee discussed the 2022 Funding Initiative:

2021 Criteria Changes:

- Remove jobs retained/created
- Add collaborative efforts with other organizations
- Add diversity, equity, and inclusion efforts.

Utilize matrix for review as presented with the additional items:

- Has the event been held in previous years? If so, how many room nights were actualized?
- Did the project receive previous LTAC funding?
- Does the organization anticipate applying for future LTAC funding for this project?
- How many people attracted total (in addition to beyond 50 miles)?

Recommend not to do blind review unless required by City.

Proceed with timeline as presented. For 2023, recommend starting process earlier.

**MCCORRY made a motion to amend the application as noted and to direct staff to publish application. PARIZEK seconded. APPROVED by unanimous vote.**

d) **Issaquah Opportunities (D)**

*Presented by:*

*Benton Coblentz, Economic Development Coordinator*

Due to time limitations, the Commission did not discuss. Staff encouraged Committee members to review materials in the packet for future meeting discussions.

**REPORTS**a) **2020-2021 Funding Recommendations (I)**

*Presented by:*

*Benton Coblentz, Economic Development Coordinator*

Due to time limitations, staff did not present this information. Committee members are encouraged to review materials in the packet and can discuss at a future meeting if requested.

b) **City Council Update (I)**

*Presented by:*

*Councilmember Russell Joe*

No update on City Council activities that are directly related to this Committee.

c) **2022 Work Plan (I)**

*Presented by:*

*Benton Coblentz, Economic Development Coordinator*

Due to time, staff encouraged Committee members to review materials in the packet for future meeting discussions.

**GOOD OF THE ORDER**

None.

**ADJOURNMENT**

The meeting was adjourned at 11:33 AM.