

CITY OF ISSAQUAH
Lodging Tax Advisory Committee – Special Meeting

11:00 AM
May 27, 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 11:00 AM.

APPROVAL OF MINUTES

- a) Minutes of May 20, 2022

MCCORRY motioned, MCREYNOLDS seconded to approve the minutes as presented.
APPROVED by a 4-0 vote, STILWAGNER not present.

PUBLIC COMMENT

Mark Clemens, Executive Director of Downtown Issaquah Association (DIA), thanked LTAC for their work to support more visitors coming to Issaquah hotels.

Megan Ewing, Friends of Issaquah Salmon Hatchery, shared appreciated funding opportunity from the entire staff.

Benton Coblentz shared that Cyrus Krohn from Issaquah Daily sent an email this morning withdrawing their application for this funding opportunity.

AGENDA ITEMSa) **2022 Funding Application & Timeline (A)***Presented by:**Benton Coblentz, Economic Development Coordinator*

STILWAGNER joined the meeting at the beginning of this discussion.

MCCORRY moved to fully fund Village Theatre, Salmon Days, Cougar Mountain Zoo, and Friends of Issaquah Salmon Hatchery proposals. The remaining proposals will be discussed after this motion if approved. MCREYNOLDS seconded. APPROVED by unanimous vote.

During the Commissioners discussion, Grand Ridge Plaza contacted LTAC staff requesting to withdraw their application.

STILWAGNER motioned to fund Tasveer for \$5,000 – contingent on hosting screenings in Issaquah; Issaquah History Museums for \$3,870; and Downtown Issaquah Association for \$2,950. PARIZEK seconded. APPROVED by 4-1, with MCCORRY voting against.

LTAC's recommendation to City Council is as follows:

Initiative Name	Applicant	Category	Funding Requested	Funding Recommendation
Tasveer South Asian Film Festival	Tasveer	Marketing & Promotion	\$10,000	\$5,000
Supporting Village Theatre's Tourism-Related Operations in Issaquah	Village Theatre	Operations of Tourism-Related Facility	\$10,000	\$10,000
Gamification of Tourism in Issaquah*	Issaquah Daily	Marketing & Promotion	\$10,000	\$ -
Salmon Days	Greater Issaquah Chamber of Commerce	Marketing & Promotion	\$10,000	\$10,000
Cougar Mountain Zoo and Issaquah Marketing Second Half 2022	Cougar Mountain Zoo	Operations of Tourism-Related Facility	\$10,000	\$10,000
Connecting Visitors & Tourists to Issaquah History Museums' New "Uncommon Threads" Exhibit Through Website Development and Increased Online Presence	Issaquah History Museums	Operations of Tourism-Related Facility	\$10,000	\$3,870

Expanding and Attracting our FISHy Audience	Friends of Issaquah Salmon Hatchery	Operations of Tourism-Related Facility	\$8,180	\$8,180
1889 Magazine Campaign	Downtown Issaquah Association	Marketing & Promotion	\$10,000	\$2,950
Day Trip the Weekend Fantastic in Issaquah (Sponsored by Grand Ridge Plaza)**	Grand Ridge Plaza	Marketing & Promotion	\$10,000	\$ -
		Total:	\$88,180	\$50,000

*Applicant withdrew request on 5/27/22 prior to the LTAC Special Meeting at 11 am.

**Applicant contacted LTAC staff liaison during meeting to withdraw funding application.

b) **Meeting Schedule & 2022 Work Plan (D)**

Presented by:

Benton Coblentz, Economic Development Coordinator

Coblentz discussed future topics and requested input on scheduling two meetings this summer to discuss.

The previously announced plan to return in person was for July, but the City is reconsidering this date due to the rise in cases. We will inform members.

REPORTS

a) **Upcoming Events and Opportunities (I)**

Presented by:

Benton Coblentz, Economic Development Coordinator

Councilmember Joe announced Asian American Festival in Redmond tomorrow, 12 – 6 pm.

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

Presented by:

Councilmember Russell Joe

LTAC's recommendation will be in front of City Council on June 6, 2022 at 7 pm. All members are invited to attend.

GOOD OF THE ORDER

None.

ADJOURNMENT

The meeting was adjourned at 12:34 PM.