

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

2:30 PM
July 29, 2022

In-Person Meeting

MINUTES

MEMBERS AND ADMINISTRATIVE PERSONNEL PRESENT

Commissioners in Attendance:

Russell Joe, Councilmember (Chair)
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
Chris Grabrowski, Deputy City Clerk

Commissioners not in Attendance:

Kathy McCorry, Chamber of Commerce

Presenters in Attendance:

Christy Garrard, Visit Issaquah

CALL TO ORDER

The meeting was called to order at 2:30 PM.

PUBLIC COMMENT

No public comment.

APPROVAL OF MINUTES

- a) Minutes of May 27, 2022

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

AGENDA ITEMS

- a) **Visit Issaquah Second Quarter Report (I)**

Presented by:
Christy Garrard, Visit Issaquah

Christy Garrard provided an update about current and upcoming priorities and activities. A detailed report was included in the agenda packet. Commissioners discussed other ideas to enhance visitors experiences and other meeting options.

b) **Initial 2023-2024 Budget Recommendation (D, A)***Presented by:**Benton Coblentz, Economic Development Coordinator*

Coblentz presented context for budget discussions, including definitions, projections, and role of LTAC.

Commissioners discussed option to continue funding Visit Issaquah and tourism initiatives. In addition, Commissioner discussed if there were other tourism project ideas.

Lodging tax can be utilized for:

- 1) Tourism marketing
- 2) Marketing & operations of special events and festivals designed to attract tourists
- 3) Supporting the operations and capital expenditures of tourism-related facilities or operated by a municipality or a public facilities district
- 4) Supporting the operations of tourism-related facilities owned and operated by nonprofit organizations

Commissioners were supportive of continuing the funding for Visit Issaquah and tourism initiatives. Commissioners requested to hear more information about the wayfinding project at a future meeting.

Christy Garrard discussed 2023 proposed budget. Increases from 2022 include additional funding for marketing due to increased costs as well as improving Issaquah's awareness in the market, which didn't exist. In addition, two additional marketing campaigns and website upgrade. Requested to add 2022 actual budget to 2023 proposal to note changes for Visit Issaquah's budget.

c) **LTAC Rules and Procedures (I)***Presented by:**Benton Coblentz, Economic Development Coordinator*

Coblentz discussed overview of what will be discussed next month. This includes roles, schedules, and other policy topics. Councilmember Joe and Coblentz will meet with the City Clerk to develop a draft to present to the group.

REPORTSa) **Upcoming Events and Opportunities (I)***Presented by:**Benton Coblentz, Economic Development Coordinator*

Concerts of the Green on Tuesday nights in Downtown, 7 – 8:30 pm.

Farmers Markets on Saturdays, 9 am – 2 pm.

Village Theatre is hosting a small gathering for Robb Hunt, August 19, 4 – 6 pm.

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

Presented by:

Councilmember Russell Joe

Council approved funding for study for another I-90 crossing.

Human Services staff exploring temporary shelter solution to utilize some rooms at Motel 6. Program is under active development and consideration. Exploring if and/or how it will impact the lodging tax fund.

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

Presented by:

Benton Coblentz, Economic Development Coordinator

Reviewed the 2022 workplan included in the agenda packet. Commissioners scheduled next meeting for August 26, 2 pm.

GOOD OF THE ORDER

None.

ADJOURNMENT

The meeting was adjourned at 4:21 PM.