

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

4:00 PM  
September 19, 2022

In-Person Meeting

**MINUTES**

**MEMBERS AND ADMINISTRATIVE PERSONNEL PRESENT**

*Commissioners in Attendance:*

Russell Joe, Councilmember (Chair)  
John Parizek, Hilton Garden Inn  
Frank Stilwagner, Village Theatre

*Administration/Staff:*

Jen Davis Hayes, Economic Development  
Manager

*Commissioners not in Attendance:*

Kathy McCorry, Chamber of Commerce  
Matthew McReynolds, SpringHill Suites  
Marriott

*Presenters in Attendance:*

Jenn Fink, City Parks Planning  
Christy Garrard, Visit Issaquah

**CALL TO ORDER**

The meeting was called to order at 4:03 PM.

**PUBLIC COMMENT**

No public comment.

**APPROVAL OF MINUTES**

- a) Minutes of July 29, 2022

STILWAGNER motioned, PARIZEK seconded to approve the minutes as presented.  
APPROVED by a 3-0 vote.

**AGENDA ITEMS**

- a) **Wayfinding Project Update (I)**

*Presented by:*

*Jenn Fink, Parks Planning and Project Administrator*

Fink presented information about the Wayfinding Project, including the history of the Wayfinding Project, how it fits into other City plans, the design approach, public engagement, and next steps.

Councilmember Joe mentioned there is additional information in tonight's Council packet.

LTAC invested \$90,000 to partially pay for the wayfinding design plan. Implementation for Phase 1 is \$200,000 in City budget – Community Center, Rainier Trail, Pickering Barn, East Sunset

Trailhead, Blackberry Park, Hillside Park, and Central Park. Future phases haven't been decided yet.

The prototype signs will be in place near the Community Center until Sunday, September 25.

**b) Visit Issaquah Budget Request (I)**

*Presented by:*

*Christy Garrard, Visit Issaquah*

Garrard shared that she adjusted the proposed budget from \$245,000 as presented last meeting to \$200,000. The reductions were made in several categories including marketing, promotional materials, industry relationship building, and website enhancements.

Garrard also shared that a marketing campaign will launch October 1 through February 1. This will build visibility for those business and association meetings discussing 2023 and beyond.

**c) LTAC Budget Recommendations (D, A)**

*Presented by:*

*Jen Davis Hayes, Economic Development Manager*

Davis Hayes presented current revenue and estimated ending fund balance prior to discussion on budget recommendations.

CORRECTION ON SLIDE – Estimate Ending Fund Balance

The packet included this estimate:

2021 Ending Fund Balance	2022 Revenue*	2022 Expenditures	2022 Projected Ending Fund Balance
\$220,110.46	\$191,261.19	\$230,000.00	\$245,371.65

\*Assuming reduction of 5% per month after August

The 2021 Ending Fund Balance was incorrect; the 2022 Projected Ending Fund Balance remains the same.

CORRECTED:

2021 Ending Fund Balance	2022 Revenue*	2022 Expenditures	2022 Projected Ending Fund Balance
\$284,110.46	\$191,261.19	\$230,000.00	\$245,371.65

\*Assuming reduction of 5% per month after August

Also, the 2019-2024 Revenue Estimate slide as presented:

2019 Actual Revenue	2020 Actual Revenue	2021 Actual Revenue	2023 Estimated Revenue	2023 Estimated Revenue	2024 Estimate Revenue
\$244,738	\$74,399	\$134,202	\$150,000+	\$245,000	\$250,000

The date for the first 2023 estimated revenue should be 2022:

2019 Actual Revenue	2020 Actual Revenue	2021 Actual Revenue	2022 Estimated Revenue	2023 Estimated Revenue	2024 Estimate Revenue
\$244,738	\$74,399	\$134,202	\$150,000+	\$245,000	\$250,000

Parizek shared that revenues are not as strong in September (due to decrease in room nights) and they have noticed a hesitancy to travel with the pricing of all items.

PARIZEK motioned, STILWAGNER seconded to recommend to the City Council inclusion of \$210,000 for destination marketing services (Visit Issaquah) and \$50,000 for initiative funding in the 2023-4 Budget. APPROVED by a 3-0 vote.

**REPORTS**

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

*Presented by:*  
All Committee Members

Salmon on Sunset was held on Saturday, Sept 17, hosted by Friends of Issaquah Salmon Hatchery (FISH). This event was partially funded by LTAC. It was a great event with food, music and lots of Salmon volunteers.

The 1<sup>st</sup> Stage Theatre will be renamed to The Hunt Family Theatre on Friday, October 14, 5 pm at VINO BELLA.

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

*Presented by:*  
Councilmember Russell Joe

The Mayor will present the 2023-2024 budget at tonight’s City Council meeting.

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

*Presented by:*  
Jen Davis Hayes, Economic Development Manager

The 2022 schedule was reviewed and potential meeting dates were discussed for October and November meetings.

Davis Hayes also shared that LTAC applications will be open in late October and the next term will be 2-years to align with the City budget and LTAC funding cycles. If a member has to resign mid-term, the City will do conduct a recruitment to fill the vacancy.

**ADJOURNMENT**

The meeting was adjourned at 5:27 PM.