

**CITY OF ISSAQUAH
Lodging Tax Advisory Committee**

3:00 PM
February 14, 2024

Tibbets Manor, 750 17th Ave.
NW, Issaquah

MINUTES

MEMBERS AND ADMINISTRATIVE PERSONNEL PRESENT

Committee:

Russell Joe, Councilmember (Chair)
Laura Lee, Village Theatre
William Rossman, Springhill Suites Marriott
Julie Hartwig, Chamber of Commerce
John Parizak, Hilton Garden Inn

Administration/Staff:

Jen Davis Hayes, Economic Development
Manager
Farel Otieno, Economic Development
Coordinator

CALL TO ORDER

The meeting was called to order at 3:00 PM.

PUBLIC COMMENT

No public comment.

APPROVAL OF MINUTES

- a) Minutes of November 8, 2023

PARIZAK moved, LEE seconded to approve the minutes as presented. APPROVED by unanimous consent.

AGENDA ITEMS

- a) **Review 2024 Funding Initiatives
Budget Update**

Presented by:

Farel Otieno, Economic Development Coordinator

Farel Otieno, Economic Development Coordinator, stated that the program's approved budget is \$50,000 and that fourteen funding requests totaling \$171,300 have been submitted. The committee's current duty is to formulate a recommendation for submission to the City Council for consideration.

In a discussion, each committee member present shared their suggestion, and one applicant was removed due to ineligibility out of the total of fourteen.

The committee unanimously recommend Village Theatre and Greater Issaquah Chamber of Commerce be funded full amount asked.

At the meeting, the Committee members recommended approval of the following Spring 2024 funding allocation.

	Organization	Initiative	Amount
1	Village Theatre	Village Theatre Tourism Related Initiatives (March-Dec 2024)	\$10,000
2	Greater Issaquah Chamber of Commerce	55 th Annual Salmon Days (Oct 5&6, 2024)	\$10,000
3	Cougar Mountain Zoo	Cougar Mtn Zoo Advertising (June-Dec)	\$8,500
4	Friends of Issaquah Salmon Hatchery	Salmon Viewing season (Aug-Nov 2024)	\$5,000
5	Downtown Issaquah Association	Fenders on Front (April 25, June 16, 2024)	\$3,000
6	Ginger Runner LLC	Tiger Claw (May 10,11, 2024)	\$3,000
7	Evergreen Mountain Bike	Adaptive Recreation at the Evergreen Mntn Bike Festival (Mar- June 2024)	\$3,000
8	Issaquah Highland Council	LEGO Expo & Global Grub & Groove (Summer, 2024)	\$2,500
9	Issaquah History Museum	Holliday Season Trolley Rides (Q4 2024)	\$2,500
10	Washington Interscholastic Basketball Coaches Association (WIBCA)	NCAA Basketball Recruiting Event (June 28-30, 2024)	\$2,500
	TOTAL		\$50,000

LTAC recommends ten applicants and awarded a total of \$50,000 for the 2024 LTAC grant cycle. HARTWIG moved, ROSSMAN seconded to recommend ten applicants for funding. Approved by unanimous consent.

b) Lodging Tax Revenue Update

Presented by:

Farel Otieno, Economic Development Coordinator

Farel Otieno, Economic Development Coordinator presented budget update in the packet, which included data on the revenue. Charts depicting monthly revenues comparison and budget update showing what has been collected for 2023 was shared.

REPORTS

a) **Tourism Trends, Upcoming Events & Opportunities (D)**

Presented by:

All Commissioners

b) **City Council; Report (I)**

Presented by:

Councilmember Russell Joe

c) **2024 Schedule (I)**

Presented by:

Farel Otieno, Economic Development Coordinator

ADJOURNMENT

There being no further business to come before the committee, the meeting was adjourned at 5:15 PM.