

**CITY OF ISSAQUAH
Lodging Tax Advisory Committee**

3:00 PM
May 2, 2024

Tibbetts Manor, 750 17th Ave.
NW, Issaquah

MINUTES

MEMBERS AND ADMINISTRATIVE PERSONNEL PRESENT

Committee:

Russell Joe, Councilmember (Chair)
Laura Lee, Village Theatre (Excused)
William (Billy) 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

SPECIAL MEETING

Please note, this agenda also serves as the special meeting notice pursuant to RCW 42.30.080.

Join the meeting in-person at the address above, or virtually using the following options:

Join by Computer

- Teams Meeting [Click here to join the meeting](#)
- If needed, Meeting ID: 254 366 898 512 Passcode: BLjBpe

Join by Phone

- Call 1-206-485-0299, enter meeting number 659 828 570#

If planning to make verbal comments, please email farelo@issaquahwa.gov. Submit written comments to ltac@issaquahwa.gov.

CALL TO ORDER

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

PUBLIC COMMENT

No public comment

APPROVAL OF MINUTES

- a) Minutes of February 14, 2024

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

AGENDA ITEMS

Revenue Updates (I)

Farel Otieno, Economic Development Coordinator presented LTAC revenue update in the packet, which included data on the revenue. Charts depicting monthly revenues comparison and revenue update showing what has been collected for 2024 and what was collected for 2023 as at that time was shared.

Presented by:

Farel Otieno, Economic Development Coordinator

Funding Initiative - Community Based Tourism (Destination Stewardship Initiative) (A)

Presented by:

Farel Otieno, Economic Development Coordinator

Christy Garrard, Visit Issaquah

Staff presented on the destination stewardship effort and requested \$20,000 to cover professional facilitation fees for a multi-month learning regenerative tourism and destination stewardship development program. Staff stated that this effort falls within the purview of LTAC. Christy Garrard of Visit Issaquah explained the initiative's funding plan. The whole budget is \$80,000. Phase one Destination Stewardship Leadership Training is under underway and is funded by the Visit Issaquah Marketing Budget for 2024. Phase Two: Q4/Q1 2025 Facilitating a learning experience with an expanded cohort costs \$70,000.

Christy provided an overview of awards he has sought for as well as other possible funding that, if awarded, will have an impact on the LTAC request.

Parizak Moved, Hartwig seconded to approve up to \$20,000 to facilitate Destination Stewardship Initiative, Approved by unanimous consent.

Visit Issaquah Q1 Report and Budget Information (I)

Presented by:

Christy Garrard, Visit Issaquah

Christy Garrard, Visit Issaquah presented some key highlights for Q1 report. She mentioned VisitIssaquahwa.com continues to grow since launching the new site in April 2023. Mentioned about advertising with Expedia, co-op with State of Washington Tourism, Hilton, and Homewood suites, and Fairfiled inn by Expedia. Christy was appointed to the Seattle sports commission. Destination stewardship leadership training kicked off.

Christy shared a high-level summary of grants she has written. For Q1 grant submitted totals to \$112000. Visit Issaquah Budget draft was shared too each commissioner. Commissioners requested to see grants asked against budget ask. Commissioners also asked Christy to provide grants received for 2024

Future Funding Initiative (D)

Presented by:

All Commissioners

New Issaquah arts organization may need some support from LTAC.

World cup activation opportunities. Form committee partner to start the conversation.

Paragliding/Arts festival. Christy is writing grants to fund a consultant for the paragliding feasibility studies.

Salmon viewing in Issaquah campaign. Promote the offering the Hatchery have. Need to brand the three months as salmon viewing season.

Find creative ideas from some cities ie. City of Lynwood and SeaTac

REPORTS

Tourism Trends, Upcoming Events & Opportunities

Presented by:

All Commissioners

Julie gave a summary of the port unplugged event happening Issaquah on July 17th.

Short term bookings on the rise as compared to last year.

Famers market opening day.

Bass Fishing Tournament, Lake Sammamish State Park Walk N Wag -May 4th.

Upcoming Issaquah film festival August 2-4

Tigar Claw Trail Race May 11

Bare buns fun run, tiger mountain family nudist park July 14

City Council Report Out

Presented by:

Russell Joe, Council Member

The City is in the process to sell City Hall Northwest. The City is seeking for additional space in City Hall South to accommodate Issaquah Police.

2024 Schedule

Presented by:

Farel Otieno, Economic Development Coordinator

ADJOURNMENT

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

The next meeting is currently scheduled for June 26th.

INQUIRIES

Please contact Farel Otieno at farelo@issaquahwa.gov

Note: Times listed for meetings topics are approximate and items are subject to being shifted from the original order.

(A) Action, (D) Discussion, (I) Information