

**CITY OF ISSAQUAH**  
**SPECIAL MEETING - Lodging Tax Advisory Committee**

2:00 PM  
March 3, 2025

Steelhead Room - 235 Building

**MINUTES**

**MEMBERS AND ADMINISTRATIVE PERSONNEL PRESENT**

*Committee:*

Russell Joe, Councilmember (Chair)  
Heather Berry, Village Theatre  
William (Billy) Rossman, Springhill Suites  
Marriott  
Julie Hartwig, Chamber of Commerce  
John Parizek, Hilton Garden Inn

*Alternate:*

Rachel Wright, Issaquah Arts

*Administration/Staff:*

Jen Davis Hayes, Economic Development &  
Housing Manager

**CALL TO ORDER**

The meeting was called to by COUNCILMEMBER JOE, Chair of the Lodging Tax Advisory Committee, at 2:01 PM. Councilmember Joe also provided a land acknowledgement statement to start the meeting.

**PUBLIC COMMENT**

No members of the public were present, online or in person.

**APPROVAL OF MINUTES**

PARIZEK motioned, ROSSMAN seconded to adopt the minutes of December 10, 2024. The minutes were approved as presented by unanimous consent.

**AGENDA ITEMS**

a) **Welcome & Introductions of New Member (I)**

*Presented by:*

*Councilmember Russel Joe, LTAC Chair*

COUNCILMEMBER JOE led introductions to welcome RACHEL WRIGHT, the new Alternate member joining the Committee. Self-introductions were made and a reminder that there is a vacant Alternate seat for a "payer of lodging tax" if a hotel or sort-term rental organization is interested.

b) **Lodging Tax Revenue Update (I)**

*Presented by:*

*Jen Davis Hayes, Economic Development & Housing Manager*

DAVIS HAYES presented the year end revenue for 2024, noting an additional \$35,000 collected in revenue than budgeted. A request was made to report short-term rental revenue separately in future reports. DAVIS HAYES will research if that is possible and if so, will include in future reports.

The Committee also requested to have a future discussion on potentially developing a reserve policy to guide future spending.

c) **Review 2025 Funding Initiatives (A)**

*Presented by:*

*Jen Davis Hayes, Economic Development & Housing Manager*

The Committee received 9 submissions for this year's funding. One application was deemed ineligible. All Committee Members reviewed and rated the application prior to the meeting.

The Committee discussed the funding levels for all applications, taking into account the overnight stays, collaboration, multi-day events and other criteria. The 2025 adopted budget for this funding is \$50,000. However, due to the additional revenue collected and quality of proposals, the Committee agreed to increase the funding awarded, which would not impact the reserve balance. ROSSMAN motioned and PERRY seconded to recommend \$90,000 in lodging tax funds to the organization and in the amounts noted below. The committee unanimously approved this recommendation.

<b>Project Name</b>	<b>Organization</b>	<b>Recommended Funding Amount</b>
Salmon Days	Issaquah Chamber of Commerce	\$15,000
Village Theatre	Outreach, Marketing & Tourism of Village Theatre Productions	\$15,000
Friends of Issaquah Salmon Hatchery (FISH)	Salmon Viewing Season	\$15,000
Bringing the Nutcracker to Issaquah	Issaquah Arts	\$15,000
Take A Kid Mountain Biking Day	Evergreen Mountain Bike Alliance	\$10,000
Issaquah Spring Thing/Self Guided Tour in Creative District	The Atrium, Citrine, and Facet	\$10,000
Hikes with a Purpose Program	Issaquah Alps Trails Club	\$10,000
Celebrating 20 Years of the Tasveer Film Festival and Market	Tasveer	\$0
<b>TOTAL</b>		<b>\$90,000</b>

*Note: Tasveer was not considered for funding because the lack of mention of Issaquah connection in the application.*

d) **Adoption of 2025 LTAC Workplan and Future Meeting Dates (A)**

*Presented by:*

*Jen Davis Hayes, Economic Development & Housing Manager*

The Committee members reviewed and amended the proposed work plan to include further refinement of the funding initiative application to separate facility support from event applicants. The discussion will also discuss goals and potentially refine questions and review criteria.

ROSSMAN motioned and PERRY seconded to adopt the 2025 LTAC work plan as amended.  
The committee voted unanimously to approve this motion.

**REPORTS: *Due to timing, the following items were not discussed at the meeting.***

**Tourism Trends, Upcoming Events & Opportunities (I)**

*Presented by:*

*All Committee Members*

*Christy Garrard, Visit Issaquah*

**City Council Report Out (I)**

*Presented by:*

*Russell Joe, Council Member*

**2024 Funding Initiative Final Reports Submitted Since Last Meeting (I)**

*For Reference Only*

**ADJOURNMENT**

There being no further business to come before the committee, the meeting was adjourned at 3:36 PM.

The next meeting date will be scheduled via Doodle Poll and will be posted on the City's website.

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



**CITY OF ISSAQUAH**  
**SPECIAL MEETING - Lodging Tax Advisory Committee**

2:00 PM  
March 3, 2025

Steelhead Room - 235 Building

**MINUTES**

**MEMBERS AND ADMINISTRATIVE PERSONNEL PRESENT**

*Committee:*

Russell Joe, Councilmember (Chair)  
Heather Berry, Village Theatre  
William (Billy) Rossman, Springhill Suites  
Marriott  
Julie Hartwig, Chamber of Commerce  
John Parizek, Hilton Garden Inn

*Alternate:*

Rachel Wright, Issaquah Arts

*Administration/Staff:*

Jen Davis Hayes, Economic Development &  
Housing Manager

**CALL TO ORDER**

The meeting was called to by COUNCILMEMBER JOE, Chair of the Lodging Tax Advisory Committee, at 2:01 PM. Councilmember Joe also provided a land acknowledgement statement to start the meeting.

**PUBLIC COMMENT**

No members of the public were present, online or in person.

**APPROVAL OF MINUTES**

PARIZEK motioned, ROSSMAN seconded to adopt the minutes of December 10, 2024. The minutes were approved as presented by unanimous consent.

**AGENDA ITEMS**

a) **Welcome & Introductions of New Member (I)**

*Presented by:*

*Councilmember Russel Joe, LTAC Chair*

COUNCILMEMBER JOE led introductions to welcome RACHEL WRIGHT, the new Alternate member joining the Committee. Self-introductions were made and a reminder that there is a vacant Alternate seat for a "payer of lodging tax" if a hotel or sort-term rental organization is interested.

b) **Lodging Tax Revenue Update (I)**

*Presented by:*

*Jen Davis Hayes, Economic Development & Housing Manager*

DAVIS HAYES presented the year end revenue for 2024, noting an additional \$35,000 collected in revenue than budgeted. A request was made to report short-term rental revenue separately in future reports. DAVIS HAYES will research if that is possible and if so, will include in future reports.

The Committee also requested to have a future discussion on potentially developing a reserve policy to guide future spending.

c) **Review 2025 Funding Initiatives (A)**

*Presented by:*

*Jen Davis Hayes, Economic Development & Housing Manager*

The Committee received 9 submissions for this year's funding. One application was deemed ineligible. All Committee Members reviewed and rated the application prior to the meeting.

The Committee discussed the funding levels for all applications, taking into account the overnight stays, collaboration, multi-day events and other criteria. The 2025 adopted budget for this funding is \$50,000. However, due to the additional revenue collected and quality of proposals, the Committee agreed to increase the funding awarded, which would not impact the reserve balance. ROSSMAN motioned and PERRY seconded to recommend \$90,000 in lodging tax funds to the organization and in the amounts noted below. The committee unanimously approved this recommendation.

<b>Project Name</b>	<b>Organization</b>	<b>Recommended Funding Amount</b>
Salmon Days	Issaquah Chamber of Commerce	\$15,000
Village Theatre	Outreach, Marketing & Tourism of Village Theatre Productions	\$15,000
Friends of Issaquah Salmon Hatchery (FISH)	Salmon Viewing Season	\$15,000
Bringing the Nutcracker to Issaquah	Issaquah Arts	\$15,000
Take A Kid Mountain Biking Day	Evergreen Mountain Bike Alliance	\$10,000
Issaquah Spring Thing/Self Guided Tour in Creative District	The Atrium, Citrine, and Facet	\$10,000
Hikes with a Purpose Program	Issaquah Alps Trails Club	\$10,000
Celebrating 20 Years of the Tasveer Film Festival and Market	Tasveer	\$0
<b>TOTAL</b>		<b>\$90,000</b>

*Note: Tasveer was not considered for funding because the lack of mention of Issaquah connection in the application.*

d) **Adoption of 2025 LTAC Workplan and Future Meeting Dates (A)**

*Presented by:*

*Jen Davis Hayes, Economic Development & Housing Manager*

The Committee members reviewed and amended the proposed work plan to include further refinement of the funding initiative application to separate facility support from event applicants. The discussion will also discuss goals and potentially refine questions and review criteria.

03-03-25 Lodging Tax Advisory Committee  
Minutes

Page [0000]

ROSSMAN motioned and PERRY seconded to adopt the 2025 LTAC work plan as amended.  
The committee voted unanimously to approve this motion.

**REPORTS: *Due to timing, the following items were not discussed at the meeting.***

**Tourism Trends, Upcoming Events & Opportunities (I)**

*Presented by:*

*All Committee Members*

*Christy Garrard, Visit Issaquah*

**City Council Report Out (I)**

*Presented by:*

*Russell Joe, Council Member*

**2024 Funding Initiative Final Reports Submitted Since Last Meeting (I)**

*For Reference Only*

**ADJOURNMENT**

There being no further business to come before the committee, the meeting was adjourned at 3:36 PM.

The next meeting date will be scheduled via Doodle Poll and will be posted on the City's website.

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