

<b>Lodging Tax Advisory Committee</b> <b>October 14, 2008</b> <b>0800</b>	Stratford Suites Conference Room 11808 W. Centre LN Airway Heights, WA 99001	<b>Next Meeting:</b> TBD
<b>Agenda</b>		Action Item
<ol style="list-style-type: none"> <li>1) Application changes—discuss/recommend changes           <ul style="list-style-type: none"> <li>--establish application open period</li> <li>--establish review: to LTAC or City council or both</li> <li>--funding reimbursement procedures—to LTAC or City</li> </ul> </li> <li>2) Review methodology to report numbers to CTED—determine and accept reporting methodology           <ul style="list-style-type: none"> <li>-- applicant or LTAC responsibility</li> </ul> </li> <li>3) Review Lodging Tax Funds balance from 2003-present           <ul style="list-style-type: none"> <li>--establish disbursement limits and guidelines</li> </ul> </li> <li>4) Grant Opportunity (CTED)           <ul style="list-style-type: none"> <li>--wayfinding program (partner with Kalispel) or other ideas</li> </ul> </li> <li>5) Operational budget--discuss</li> <li>6) Calendar of Events 2009           <ul style="list-style-type: none"> <li>--Pacific Northwest Qualifier (volleyball)</li> <li>--Spokane Motorsports park</li> </ul> </li> </ol>		Staff suggest consolidating the processes and procedures to form a rule of order when considering future applications and order of business
1) The committee determined that the initial open period for grant application submittals will be from Jan-Mar of each year, then on an as needed basis throughout the year. Applicants will make a presentation of the project to the committee before funding is recommended. The LTAC decided that all reporting information and receipts for reimbursement must be submitted to the LTAC for review no later than 30-days after an event or festival is completed or by December 15 of the year for other projects.		Staff will check the financial implications of the timelines with the City clerk
2) It was determined by the committee that the applicant must gather the required reporting information (measurables) using a guideline recommended by the LTAC (attached). This information will be submitted by the applicant to the LTAC to determine if the applicant achieved the goals outlined in their funding application.		Staff will incorporate stated policies and procedures into a document to be used as a guideline for the future
3) LTAC reviewed the lodging tax fund from 2003-present. Currently there is approximately \$80,000, with average annual tax receipts of \$16,541 since 2003.		
4) The LTAC discussed whether a committee member or the LTAC can submit an application to request funding for a tourism promotion activity. Issues of impropriety or the perception of conflicts of interests was noted as well as the purpose of the LTAC—which was noted to be the		Staff has contacted other cities and the Municipal Research Service Center (MRSC) on this issue. MRSC advised that

<p>promotion of tourism and therefore could take the lead in proposing a project for funding to benefit the entire City's tourism related establishments. Possible projects discussed was a wayfinding program incorporated with the Dept. of Transportation's Motorist Information Sign Program. Participating establishments would individually sign up for the DOT program and have the wayfinding signs at the City gateway directing traffic to the tourism related establishments. Staff was asked to do further research on this and possibly put together a grant application for a wayfinding program.</p>	<p>although the RCW's don't address this issue their recommendation is that the LTAC should not initiate or oversee projects funded through the lodging tax. If the committee comes up with an idea, it would be more appropriate to pass the idea on to some other group or entity (City?) to submit the project to the LTAC for consideration.</p> <p>Staff will research the cost and eligibility of the DOT's Information Signage program.</p>
<p>5) LTAC discussed the possibility of establishing an operational budget for the LTAC. This budget would be for possible training opportunities for its members, expenses such as advertising and notices, and other items.</p>	<p>Staff will research the possibility of this</p>
<p>6) Staff presented a calendar of events for 2009. Two notable items were the Spokane Motorsports Park and the annual Pacific Northwest Qualifier (PNQ) for girls volleyball. Staff presented information of the impact of the PNQ. There were approximately 7200 hotel nights reserved for 2008; 386 volleyball teams (avg. 12 members, 2 coaches per team); parents of players.</p>	<p>Staff provided contact information of volleyball teams that may attend in 2009.</p>
<p>** Meeting adjourned at 9 am</p>	

<b>Attendees</b>	
Charlotte Lawrence	City councilmember (chair)
Chip Pilialoha	City Staff
Valerie Santillanes	West Plains Chamber
Jack Grady	Stratford Suites
Mike Patel	Days Inn
Robert Kennealy	Stratford Suites