

Lodging Tax Advisory Committee September 11, 2008 11:00 am	Stratford Suites Conference Room 11808 W. Centre LN Airway Heights, WA 99001	Next Meeting: October 14, 8:00 am Same Venue
Agenda		Action Item
1) General Order of Business (Introductions) -Chair: Ms. Charlotte Lawrence -City Staff: Mr. Chip Pili’aloha 2) Review Committee Package 3) Application Open Period -Determine period for review of applications 4) Review LTAC Funding Application 5) CTED Tourism Grant -discuss possible projects for grant opportunity		
1) All present introduced themselves. Ms. Lawrence is recognized as the chair of the Lodging Tax Advisory Committee (LTAC), Mr. Pili’aloha will serve as the City’s staff liaison. Noted that the purpose of the LTAC is to approved funds for tourism events or facilities that will “put heads in beds”		
2) Committee member packages were distributed to members. Package included a map of the areas tourism points of interest and lodging locations. Discussion led to including points outside the City for consideration, such as the Polo Field, Fairchild AFB, Reardan Aviary, and the future Aerospace Museum. Other items in package were the state RCW’s, City ordinance establishing LTAC, application, calendar of upcoming events, purpose statement, state reporting forms, and lodging operators contact information.		
3) Discussion on establishing a funding application open period, this is necessary to give public notice on call for applications and set meeting date to review applications. LTAC will formulate an application period and review process, and whether or not an applicant should present their proposal to the LTAC—consensus appeared that the applicant would make one presentation to the LTAC. The City is required to report certain measurables such as number of attendees to an event, number traveling from outside the area, and the number of overnight stays, to the state annually upon awarding funds to individual applicants. Discussion as to the best way to obtain the required data to report. Whatever		1) LTAC determine application period and review process. 2) LTAC determine the methodology to obtain the reporting data

<p>numbers are reported the LTAC must determine the methodology used to get these numbers. Ideas mentioned are to use surveys, implement hotel event codes upon overnight check-ins, point of sale surveys, and informal queries at vendor booths. The burden should be placed on the applicant or the City or LTAC, or a combination of all three.</p>	
<p>4) Questions were raised on the funding application's required information. LTAC discussed possible changes to the application to make it easier to submit such as formatting the application to make it "fillable" by the applicant to make it easier to read. LTAC reviewed two applications that was received by the deadline. 1) The West Plains Chamber request for \$5,000 to enhance the chamber's website. Matthew Pederson presented the chambers proposal to enhance the chanber's website to make it more accessible and user friendly and provide links to area lodging establishments and tourism points of interest; and 2) The Airway Heights Festival Association's request for funding the annual Holiday Festival. The Festival Association discussed the potential of this event becoming a regional event that will eventually put heads in beds. Some mentioned that although this event initially does not appear to bring heads in beds, the LTAC should give it a year to see how it works out. Concern was stated that the LTAC should not get in the habit of funding smaller events and the focus should be on larger items such as enhancing the City's gateway monument, focusing on developing an event or facility, or multi-day events. The funds are limited to support all projects. At current count the Lodging Tax fund balance is approximately 80k with an average annual intake of 15k. There was discussion on establishing a LTAC operating budget to control the amount of money disbursed annually. Members discussed the possibility of the LTAC having sole authority to disperse funds from the operational budget, as opposed to making a recommendation to City council who has veto power. The LTAC moved to recommend approval of the two funding applications.</p>	<p>1) LTAC will make recommendations and changes to the application form</p> <p>2) City staff will research the funding mechanism regarding the Lodging Tax fund and present at the next meeting.</p> <p>3) Staff will look into the possibility of establishing an operational budget to use for posting legal notices, etc.</p>
<p>5) Committee discussed the possible application for CTED grant funding for a tourism related project. It's a dollar for dollar match for any tourism related project to promote the area's tourist attractions. Possible projects mentioned could include a City wayfinding project identifying lodging and tourism establishments. Committee will review application and decide on a possible project to submit....deadline for applications is Feb 14, 2009. Committee suggested that possible projects be finalized by the end of 2008</p>	
<p>Open: members asked that a calendar of events be created for 2009 and distributed to members.</p>	<p>1) Staff will create a calendar of events and distribute to members</p>

Meeting adjourned at approximately 1:00 pm

Attendees	
Charlotte Lawrence	City councilmember
Chip Piliialoha	City Staff
Valerie Santillanes	West Plains Chamber
Lisa Pederson	AWH Festival Association
Jack Grady	Stratford Suites
Mike Patel	Days Inn
Robert Kennealy	Stratford Suites
Matthew Pederson	West Plains Chamber