

DRAFT
Lodging Tax Advisory Committee Meeting Minutes
October 18, 2017
Olympia City Hall, Room 207

1. CALL TO ORDER

Chair Julie Hankins called the meeting to order at 3:04 p.m.

1.A ROLL CALL

Present: 5 - Chair Julie Hankins, Committee Member Nathan Allan, Committee Member Russell Carstensen, Committee Member Jack Kiley, and Committee Member Greg Taylor

2. APPROVAL OF AGENDA

The agenda was approved as submitted.

3. APPROVAL OF MINUTES

3.A [17-0898](#) Approval of July 19, 2017 Lodging Tax Advisory Committee Meeting Minutes

The minutes were approved as submitted.

4. PUBLIC COMMENT – None

5. ANNOUNCEMENTS – Committee Member Russ Carstensen, on behalf of the entire Lodging Tax Advisory Committee (LTAC), presented Chair Julie Hankins with a cake to commemorate her final meeting with the LTAC. Chair Hankins will be stepping down for the Olympia City Council in December.

6. BUSINESS ITEMS

6.A 17-1039 2018 Lodging Tax Funded Tourism Services

Committee Member Jack Kiley asked if he could suggest an approach to reviewing the applications for the Committee. He suggested grouping the requests into three broad groups. 1. Requests that were unusual and required deeper conversation from the committee. 2. Applicants with requests that the Committee had frequently supported in the past and were familiar with their activities. 3. Requests that were relatively new and/or unfamiliar to the Committee. The Committee agreed to the approach.

Group #1 consisted for requests from the PARC Foundation, Big Brothers Big Sisters of Southwest Washington, and Capital Lakefair.

PARC Foundation/Capital-to-Bay Relay

Request: 2017 Carry Over of \$2,874.96

The PARC Foundation requested that the LTAC recommend City Council approve that the Foundation's unspent 2017 Lodging Tax dollars granted to the 2017 Capital-to-Bay Relay be carried over to the 2018 Capital-to-Bay Relay. The original allocation was \$10,000; what remained unspent was \$2,874.96. The Committee discussed the request, their understanding that the 2017 Capital-to-Bay Relay did not take place, and their concerns about the potential success of the 2018 event. No one from the PARC Foundation was present to represent their request. After deliberating the matter, Committee Member Carstensen moved to not recommend the carry-over request to City Council. Committee Member Greg Taylor seconded and the Committee agreed.

Big Brother, Big Sister of Southwest Washington/Olyworks Request: \$15,500
The LTAC discussed the application from the Limited Liability Company Olyworks in partnership with the non-profit Big Brother, Big Sister organization to bring Sand in the City to Olympia. Olyworks Principal Ned Hayes and Jeff Engle, CEO of Big Brother, Big Sister of Southwest Washington, were both present to represent their request. The Committee was supportive of an event like Sand in the City. However, under Council-approved policy, only non-profits and public agencies are eligible to receive Olympia Lodging Tax Funds, and the City could not enter into a contract with Olyworks. The Committee also does not support Lodging Tax Funds being spent on salaries, which is where the bulk of the requested funds appeared to be budgeted for. Committee Member Taylor moved that the LTAC recommend \$5,000 in Lodging Tax Funds under the stipulation that Big Brother, Big Sister resubmit the application under their signature and that any allocation be strictly used only for marketing and promotion. Committee Member Carstensen seconded and the Committee agreed.

Capital Lakefair Request: \$7,500
Capital Lakefair President Karen Adams was present to represent the organization's request. The Committee discussed Lakefair's request for Lodging Tax Funds to support the Lakefair Float and representatives' attendance at more than 14 parades around the Northwest. The Committee noted that the application did not reflect the hotel rooms historically filled by the Lakefair event, which the estimated to be upwards of 200 rooms. The Committee expressed support for Lakefair's request and chose to table how much funds they would recommend until later in the meeting. Upon returning to the application, the Committee concurred to recommend the full amount requested.

Group #2 consisted for requests from the following:

Hands on Children's Museum Request: \$59,872
Executive Director Patty Belmonte was present to represent the Hands on Children's Museum proposal. The Committee had no questions on the proposal, but offered compliments to Ms. Belmonte for the quality of the application. Ms. Belmonte mentioned that the Museum would be hosting a children's museum conference in Olympia in October 2018. The committee concurred to support \$50,872 (less \$9,000) of the museum's request and would return later in the meeting to see if they might add back any of the \$9,000. Upon returning to the application, the Committee concurred to recommend \$52,550.

Wolf Haven International Requested: \$10,000
Director of Development Patt Poinsett was present to represent the proposal. Ms. Poinsett and the Committee discussed Wolf Haven's reservation system and its success and use. Ms. The

Committee tabled the proposal until later in the meeting. Upon returning to the application, the Committee concurred to recommend \$5,000.

St. Martin's / Dragon Boat Festival Requested: \$6,000
Dana Pethia, director of Fundraising Events & Corporate Sponsors, and Dr. Erin Holland, director of Grant Development and Management, represented the proposal. The representatives reported to the committee on their experience working with the Visitors and Convention Bureau and their effort to track rooms. The Committee praised them for the work. The Committee had no questions on the proposal and concurred to recommend the full amount requested.

Olympic Flight Museum Requested: \$6,000

New Executive Director Sarah Hinman was present to represent the proposal. Ms. Hinman noted that she was new in her position and that the Flight Museum is celebrating its 20th Anniversary. The Committee had no questions on the proposal and praised the event. The Committee concurred to recommend the full amount requested.

Greater Olympia Dixieland Jazz Society Requested: \$ 30,000
The Committee had no questions on the proposal. The members praised Dixieland Jazz Society representatives Charlotte Dickson and the event. Ms. Dickson noted that she had been the event director for 28 years. The Committee concurred to recommend the full amount requested.

Washington State Senior Games Requested: \$20,000.00
The Committee had no questions on the proposal. Washington State Senior Games Board of Director's President Jack Kiley was present in his capacity as a member of LTAC and noted his affiliation with the event. The Committee concurred to recommend the full amount requested.

Harbor Days Requested: \$35,000
Executive Director Carol Riley was present to represent the Harbor Days proposal. The Committee had no questions on the proposal. However, Ms. Riley and the Committee engaged in conversation about working with local hotels to track guests who are staying because of a particular event. Committee Member Taylor offered to host a meeting with hoteliers and local event organizers to discuss tracking room stays. The Committee concurred to recommend the full amount requested.

Group #3 consisted for requests from the following:

Olympia Film Society Requested: \$15,000
Executive Director Audrey Henley and Board Vice President Eileen LeVan were present to represent the Film Society proposal. Ms. Henley noted that the Film Society was requested funds for what they will be doing the whole year instead of just the film festival. Members of the committee expressed their pleasure at the quality of the Film Society's proposal. The Committee concurred to recommend the full amount requested.

Parrot Heads of Puget Sound

Requested: \$18,500

Event Co-Chair Rob Hill was present to represent the proposal. Mr. Hill thanked the Committee for its support of the complimentary limousine service provided to arriving attendees of the 2017 event. He noted that the cars carried signs that read "Ride is Courtesy of the City of Olympia." Mr. Hill also noted the event plans to market the 2018 event by bring in Mac McNally, a longtime member of Jimmy Buffett's Coral Reefer Band. The Committee concurred to recommend the full amount requested.

Arbutus Folk School

Requested: \$5,000

Executive Director Stacey Waterman-Hoey and a representative from the Old Time Festival were present to represent the proposal. Committee Member Carstensen raised asked why Arbutus Folk School submitted two applications for Lodging Tax Funds. Ms. Waterman explained that the Olympia Old Time Festival had joined the Arbutus Folk School and they were seeking separate Lodging funds for the festival and for the Folk School. She also noted that the Festival would take place in February. The Committee members discussed the proposal and the new relationship with the festival. The Committee concurred to recommend the full amount requested.

Arbutus Folk School

Requested: \$10,000

Executive Director Stacey Waterman-Hoey represented the proposal. Ms. Waterman-Hoey discussed her wish to have Olympia become known as a folk craft center. The Committee concurred to recommend the full amount requested.

- Olympia Downtown Association
- (Downtown Visitor's Guide)
- (First Friday Concept)
- (Music in the Park)
- (Sip, Savor & Stroll)

- Requests:
- \$7,500
- \$10,700
- \$20,400
- \$5,950

Executive Director Todd Cutts was present to represent the Olympia Downtown Association's (ODA) proposals. The ODA submitted four separate applications for Lodging Tax Funds. Committee Member Carstensen again expressed concern about single entities submitting multiple applications. The Committee chose to review and deliberate on all four requests at the same time. Members Taylor and Nathan Allan both remarked on the usefulness of the visitor's guide to lodging guests. Mr. Cutts informed the Committee of the ODA's intent to rebrand the guide, as well as the ODA website. Committee Member Allan was concerned that Lodging Funds would cover 92 percent of the Music in Park event. Generally, the Committee expressed concern that Music in the Park and First Friday would not bring in out-of-town, overnight attendees. The Committee concurred to recommend full funding for the Downtown Visitor's Guide and Sip, Savor and Stroll. They did not recommend funding for Music in the Park and First Friday.

Olympia-Lacey-Tumwater VCB

\$ 100,000.00

Executive Director Shauna Stewart represented the Visitor and Convention Bureau (VCB). The Committee had previously allowed the VCB to not submit an application for their funds because it was agreed upon to fund the VCB at that level. Ms. Stewart thanked the Committee.

The Lodging Tax Advisory Committee's final recommendations were as follows:

Agency	2018 LTAC Recommendation
Arbutus Folk School (Old Time Festival)	\$5,000.00
Arbutus Folk School	\$10,000.00
Big Brother, Big Sister	\$5,000.00
Capital Lakefair	\$7,500.00
Greater Olympia Dixieland Jazz Society	\$30,000.00
Hands on Children's Museum	\$52,550.00
Harbor Days	\$35,000.00
Olympia Downtown Association	\$5,950.00
Olympia Downtown Association	\$7,500.00
Olympia Film Society	\$15,000.00
Olympia-Lacey-Tumwater VCB	\$100,000.00
Olympic Flight Museum	\$6,000.00
Parrot Heads of Puget Sound	\$18,500.00
St. Martin's / Dragon Boat Festival	\$6,000.00
Washington State Senior Games	\$20,000.00
Wolf Haven International	\$5,000.00

6.B 17-1041 Consideration of Request to Carry Over Allocated 2017 Lodging Tax Funds to 2018

The PARC Foundation requested that the LTAC recommend City Council approve that the Foundation's unspent 2017 Lodging Tax dollars granted to the 2017 Capital-to-Bay Relay be carried over to the 2018 Capital-to-Bay Relay. The original allocation was \$10,000; what remained unspent was \$2,874.96. The Committee discussed the request, their understanding that the 2017 Capital-to-Bay Relay did not take place, and their concerns about the potential success of the 2018 event. No one from the PARC Foundation was present to represent their request. After deliberating the matter, Committee Member Carstensen moved to not recommend the carry-over request to City Council. Committee Member Greg Taylor seconded and the Committee agreed.

7. REPORTS

Strategic Communications Director Kellie Purce Braseth noted that committee members Jack Kiley and Russ Carstensen' terms would expire in March 2018, and that both members had expressed their interest to continue serving.

8. OTHER TOPICS – None

9. ADJOURNMENT

Chair thanked the committee and adjourned at 5:30 p.m.

