

Meeting Agenda

City Hall 601 4th Avenue E Olympia, WA 98501

Social Justice & Equity Commission

Contact: Tobi Hill-Meyer (360) 753-8285

Monday, March 27, 2023

6:00 PM

Online

Zoom Meeting Link - https://us02web.zoom.us/j/86401971689

- 1. CALL TO ORDER
- 1.A ROLL CALL
- 2. APPROVAL OF AGENDA
- 3. APPROVAL OF MINUTES
- **3.A** 23-0287 Approval of February 27, 2023 Social Justice and Equity Commission

Meeting Minutes

Attachments: Minutes

4. PUBLIC COMMENT

During this portion of the meeting, community members may address the Advisory Committee or Commission regarding items related to City business, including items on the Agenda. In order for the Committee or Commission to maintain impartiality and the appearance of fairness in upcoming matters and to comply with Public Disclosure Law for political campaigns, speakers will not be permitted to make public comments before the Committee or Commission in these two areas: (1) on agenda items for which the Committee or Commission either held a Public Hearing in the last 45 days, or will hold a Public Hearing within 45 days, or (2) where the speaker promotes or opposes a candidate for public office or a ballot measure.

- 5. ANNOUNCEMENTS
- 6. BUSINESS ITEMS
- **6.A** 23-0262 Discussion on Lodging Tax Application and Award Process

Improvement

Attachments: 2023 Lodging Tax Advisory Committee Funding Recommendation

2023 Lodging Tax Advisory Committee Application

- **6.B** 23-0288 Co-Chair Election
- 7. REPORTS
- 8. OTHER TOPICS

9. ADJOURNMENT

Upcoming

Accommodations

The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Advisory Committee meeting, please contact the Advisory Committee staff liaison (contact number in the upper right corner of the agenda) at least 48 hours in advance of the meeting. For hearing impaired, please contact us by dialing the Washington State Relay Service at 7-1-1 or 1.800.833.6384.





Social Justice & Equity Commission

Approval of February 27, 2023 Social Justice and Equity Commission Meeting Minutes

Agenda Date: 3/27/2023 Agenda Item Number: 3.A File Number: 23-0287

Type: minutes Version: 1 Status: In Committee

Title

Approval of February 27, 2023 Social Justice and Equity Commission Meeting Minutes



Meeting Minutes

Social Justice & Equity Commission

City Hall 601 4th Avenue E Olympia, WA 98501

Contact: Tobi Hill-Meyer (360) 753-8285

Monday, February 27, 2023

6:00 PM

Attend Virtually: https://us02web.zoom.us/j/86401971689

1. CALL TO ORDER

The meeting was called to order at 6:00 p.m.

1.A ROLL CALL

Present: 9 - Co-Chair Genevieve Chan, Commissioner Parfait Bassale,

Commissioner Rachelle Martin, Commissioner Fauziya Mohamedali, Commissioner Wesley Nguyen, Commissioner Jessicarae Nunez, Commissioner Marianne Ozmun-Wells, Commissioner Omar

Santana-Gomez and Commissioner Larry Watkinson

Absent: 1 - Co-Chair Sarah Lloyd

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A 23-0207 Approval of January 23, 2023 Social Justice and Equity Commission

Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT- NONE

5. ANNOUNCEMENTS

Diversity, Equity and Inclusion Program Manager Tobi Hill-Meyer gave the following announcements:

- Upcoming proclamations for City Council include Disability Awareness Month and Transgender Day of Visibility.
- City Council now meets at 6:00 p.m.
- Five applicants for the Commission are being interviewed on March 2.

Commissioner Osmun-Wells announced two upcoming events:

• The People's Gathering hosted online by Pacific Lutheran University on March 30.

AAPI Heritage Month Celebration at the Olympia Center on May 20.

6. BUSINESS ITEMS

6.A 23-0197 Police Auditor's Report and Police Oversight Discussion

The Commission discussed how best to provide feedback to the Police Auditor before the 2022 report is finalized. A draft of the report will be shared with Commissioners on March 6th. Commissioners are asked to review the document and respond with comments focusing on with areas that they have curiosities or questions. A deadline will be shared to receive this feedback by, and a document with everyone's comments will be prepared to share at the next meeting.

Commissioner Watkinson moved, seconded by Co-Chair Chan, that the Commission not comment on the 2022 police auditors report for the 2023 presentation. Commissioner Watkinson withdrew the motion.

Commissioner Watkinson moved, seconded by Commissioner Nguyen, to approve a recommendation to hold a retreat to explore the police oversight and the Commission's role in that process. The motion carried by the following vote:

Aye:

9 - Co-Chair Chan, Commissioner Bassale, Commissioner Martin, Commissioner Mohamedali, Commissioner Nguyen, Commissioner Nunez, Commissioner Ozmun-Wells, Commissioner Santana-Gomez and Commissioner Watkinson

Absent: 1 - Co-Chair Lloyd

6.B 23-0198 Commission 2023-24 Work Plan

Commission discussed their work plan and added following informational briefings they would like to receive. The briefings are as follows: a briefing from Human Resources about the hiring equity processes they have in place or are working to set up; a briefing from the Department of Licensing about their new policies of allowing people to indicate that they have a disability on their license and to provide free photo IDs to unhoused people and a briefing from World Relief about the refugees from Ukraine coming to Olympia.

Commissioner Bassale moved, seconded by Commissioner Ozmun-Wells, to approve the work plan with the discussed edits.

Aye:

9 - Co-Chair Chan, Commissioner Bassale, Commissioner Martin, Commissioner Mohamedali, Commissioner Nguyen, Commissioner Nunez, Commissioner Ozmun-Wells, Commissioner Santana-Gomez and Commissioner Watkinson

Absent: 1 - Co-Chair Lloyd

7. REPORTS

Diversity, Equity and Inclusion Program Manager Tobi Hill-Meyer provided the following reports:

- Truclusion had their first kickoff meeting for the Community Discrimination Assessment with consultants and staff implementation team.
- The Social Justice Equity Commission's March 27 meeting will include an informational briefing about the current Lodging Tax Advisory Committee.
- A kickoff meeting with consultants regarding police oversight takes place on March 13. The consultants expressed interest in attending the April Commission meeting.
- Commissioner Santana-Gomez's last Social Justice Equity Commission meeting is March 27 due to having moved outside of the Olympia area.
- The Department of Licensing now allows individuals to indicate a disability on their license and to provide free photo IDs to unhoused people.

8. OTHER TOPICS - NONE

9. ADJOURNMENT

The meeting adjourned at 8:00 p.m.

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Social Justice & Equity Commission

Discussion on Lodging Tax Application and Award Process Improvement

Agenda Date: 3/27/2023 Agenda Item Number: 6.A File Number: 23-0262

Type: discussion Version: 1 Status: In Committee

Title

Discussion on Lodging Tax Application and Award Process Improvement

Recommended Action

Information only. No action requested.

Report

Issue:

Discussion on the City of Olympia Lodging Tax application and award process

Staff Contact:

Mike Reid, Economic Development Director, Office of Community Vitality, 360.753.8591 Amelia Layton, Program Specialist, Community Planning and Development, 360.570.3808

Presenter(s):

Mike Reid, Economic Development Director

Background and Analysis:

Each year City leadership and Council identify a slate of items in their "Annual Work Plan", one of those items this year is to "Update Lodging Tax policies, priorities, and application criteria". City staff would like to brief the Social Justice and Equity Commission about this project and obtain insight on opportunities for improvements aimed at ensuring a more equitable process and the inclusion of DEI principles in the application, distribution, and review criteria.

Council last developed review criteria in 2007. This criteria is articulated in the Lodging Tax Application that is attached to the staff report.

Lodging taxes and their use are governed by RCW 67.28.1816 and are fairly rigid in what qualifies as an acceptable use of funds. It is a fairly complex taxing program but simply stated it is a tax that is generated by guests staying at local hotels and the funds generated by this tax are required to be utilized on facilities and activities that draw in visitors for a minimum of 50 miles away. Successful awarded applicants are required to provide information on the impact of their funding to the City, which then is provided to the State via the Joint Legislative Audit and Review Committee.

Type: discussion Version: 1 Status: In Committee

The City has a committee (Lodging Tax Advisory Committee, referred to as LTAC) that reviews applications annually and provides a recommendation to the City Council. The make-up of this committee is also governed by RCW 67.28.1816. Per RCW the LTAC must contain at least five members, including at least two representatives of businesses that are required to collect the lodging tax, at least two people who are involved in activities that are authorized to be funded by the lodging tax, and one elected official from the jurisdiction who serves as chair.

On January 17, 2023 City Council awarded \$780,000 to 23 different applicants. City Council opted to not fund Capital Lakefair as a part of the funding recommendation due to concerns raised about discrimination.

Climate Analysis:

Tourism inherently has a climate impact due to the requirement of travel however it may be possible to work with applicants and awardees to address impacts through various efforts like waste reduction strategies and incorporation of public transportation for visitors.

Equity Analysis:

The current review criteria for the Lodging Tax Application is silent on equity and inclusion. There is undoubtedly room for improvement in this program's ability to incorporate DEI principles in the areas of application distribution, application process, and review criteria.

Neighborhood/Community Interests (if known):

Many major community events and facilities receive funding from this program. For some events and facilities the LTAC funding is critical for their continued operation.

Options:

- Receive a briefing and engage in a discussion on the Lodging Tax Application Process Improvement effort.
- 2. Do not receive the briefing and engage in a discussion on the Lodging Tax Application Process Improvement effort.

Financial Impact:

There is no financial impact associated with the updating of Lodging Tax policies, priorities, and application criteria.

Attachments:

2023 Lodging Tax Funding Recommendation 2023 Lodging Tax Application

Applicant	Event	Requested Amount	Recommended
American Lung Association	Reach the Beach WA	\$ 5,000.00	\$ 5,000.00
Arbutus Folk School	Olympia Old Time Festival	\$ 18,000.00	\$ 18,000.00
Capital Lakefair	Capital Lakefair	\$ 25,000.00	\$ 25,000.00
City of Olympia	LTAC Program Staff Support	\$ 26,000.00	\$ 26,000.00
City of Olympia	Geofencing program	\$ 12,000.00	\$ 12,000.00
Experience Olympia and Beyond	Year round desitination marketing and sales	\$ 148,676.00	\$ 148,676.00
Harlequin	Season 2023	\$ 75,000.00	\$ 50,000.00
Heritage Commission	Mapping Olympia's Independent Music Scene	\$ 40,000.00	\$ 23,000.00
HOCM	Hand's On Children's Museum 2023	\$ 79,814.00	\$ 79,814.00
LakeRun Organization	Olympia Lakefair races	\$ 3,000.00	\$ 3,000.00
Miss Washington Scholarship	2023 Miss Washington Workshops and Competitio	\$ 50,000.00	\$ 50,000.00
ODA	Summerfest	\$ 50,000.00	\$ 45,000.00
ODA	Vistor Guide	\$ 7,500.00	\$ 7,500.00
Olympia Film Society	Annual operation of Capitol Theater	\$ 55,000.00	\$ 40,000.00
Olympia Parks Department	Oly on Ice	\$ 20,000.00	\$ 20,000.00
Olympia Soccer Foundation	Oly Town Artesians	\$ 22,000.00	\$ 22,000.00
Olympia Symphony	Olympia Symphony 2023 Concerts	\$ 25,000.00	\$ 20,000.00
Olympic Flight Museum	Olympic Air Show	\$ 20,000.00	\$ 20,000.00
South Sound Maritime Heritage Association	Harbor Days	\$ 66,000.00	\$ 66,000.00
South Sound Maritime Heritage Association	Harbor Days - Fireworks	\$ 20,000.00	\$ 15,000.00
South Sound Reading Foundation	OlyLit	\$ 15,000.00	\$ 10,000.00
Team Tomorrow	South Sound Block Party	\$ 90,000.00	\$ 58,500.00
Thurston Climate Action Team	South Sound Climate Conference	\$ 68,000.00	\$ 16,000.00
Thurston County Chamber	Olympia Brewfest	\$ 25,000.00	\$ 5,000.00
Washington State Senior Games	Washington Senior Games	\$ 20,000.00	\$ 20,000.00
	Total	\$ 985,990.00	\$ 805,490.00
	Estimated 2023 Revenue	\$ 520,000.00	
	Amount Required from Reserve to fund	\$ 465,990.00	\$ 285,490.00
	Estimated Reserve Fund Balance on 1/1/23	\$ 647,182.00	\$ 647,183.00

Estimated Reserve Fund Balance on 12/31/23 \$

181,192.00 \$

361,693.00



2023 Application for Olympia Lodging Tax Funds

Updated: 9/15/2022

Amount of Lodging Tax Requested: \$

Organization/Agency Name:					
Federal Tax ID Number:					
Event or Activity Name (if applicable):	Event or Activity Name (if applicable):				
Contact Name and Title:					
Mailing Address	City	State	Zip		
Phone	Email Address				
Check all service categories that apply to	this application:				
Tourism Promotion/Marketing Operation of a Special Event/Festival designed to attract tourists Operation of a Tourism Promotion Agency Operation of a Tourism-Related Facility owned or operated or non-profit organization Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality Check which one of the following applies to your agency: (Note: per Olympia's guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding) Non-Profit (Attach copy of current non-profit corporate registration with Washington Secretary of State) Public Agency					
CERTIFICATION I am an authorized agent of the organization/agency applying for funding. I understand that:					
• I am proposing a tourism-related service for 2023. If awarded, my organization intends to enter into a Municipal Services Contract with the City of Olympia; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.					
• The City of Olympia will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.					
, , ,	My agency will be required to submit a report within 45 days of the completion of my event/activity documenting economic impact results in a format determined by the City.		event/activity		
Signature:		Date:			
Printed or Typed Name:					

Supplemental Questions – You may use this form or a separate sheet of paper for answers

- 1. Describe your tourism-related activity or event.
 - If an event, list the event name, date(s), and projected overall attendance.
 - Describe why tourists will travel to Olympia to attend your event/activity/facility.

2.

a. Overall attendance at your event/activity/facility Attendees who traveled 50 miles or More b. Number of people who travel more than 50 miles for your event/activity c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country Attendees who stayed overnight d. Of the people staying overnight, the number of people who stay in	
b. Number of people who travel more than 50 miles for your event/activity c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country Attendees who stayed overnight	
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country Attendees who stayed overnight	
people who travel from out of state or from another country Attendees who stayed overnight	
d. Of the people staying overnight, the number of people who stay in	
PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area	
e. Of the people who travel more than 50 miles, the number of people who stay overnight without paying for accommodations (with family or friends) in Olympia or the Olympia area	
Paid Nights One lodging night = one or more persons occupying one room for one r	ight
f. Number of paid lodging room nights resulting from your event/ activity/ facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid	

4.	What methodology did you use to calculate / document the 2022 actual numbers? (Direct counts and informal surveys are preferred.)	
	☐ Direct Count (Preferred)	Informal Survey (Preferred)
	☐ Indirect Count	Structured Estimate
	□ Representative Survey	Other (Please explain)
	□ Nepresentative Survey	Event Cancelled
5.	Is there a host hotel for your event (yes or no)?	If yes, list the host hotel.
6.	Describe the prior success of your event/activit	ty/facility in attracting tourists.
7.	Describe your target tourist audience (location	, demographics, etc.).
tha		tivity/facility to attract tourists. Specifically how do you ensure o attend your facility or event? What percentage of attendees d how are you making that estimation?

9.	Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Olympia.
10.	Are you applying for Lodging Tax funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested.
11.	What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Olympia Lodging Tax Fund?
12.	What will you cut from your proposal or do differently if full funding for your request is not available or recommended? [NOTE: Please be thorough with your answer. In balancing the number of requests with limited funds available, the Lodging Tax Advisory Committee relies on this information for decision-making.]

13. If you are an established event or facility what are you planning on doing new this year to grow attendance, reach new audiences, or build capacity to grow?

Application Instructions and Information

New Application Deadline: Monday, October 24, 2022, 4:00 p.m. – received at Olympia City Hall.

To be eligible for consideration, your complete proposal must be received by the deadline. <u>APPLICATIONS RECEIVED AFTER THE DEADLINE DATE AND TIME WILL NOT BE CONSIDERED!</u>

The Lodging Tax Advisory Committee will review proposals in a public meeting on November 17 2022. The meeting will be held in person at City Hall at 2:00.

Submit one thumb drive containing a completed application and all attachments in digital form to:

City of Olympia Lodging Tax Advisory Committee c/o Mike Reid, Economic Development Director PO Box 1967; Olympia, WA 98507-1967

Email: mreid@ci.olympia.wa.us

City Hall Street Address: 601 Fourth Avenue E, Olympia

- ⇒ You must complete and sign the cover sheet with this packet.
- ⇒ You may use the Supplemental Questions form or type the questions and answers on separate document.
- ⇒ Please number each page in your packet, except for the optional brochures/information.

In their review, the Committee will weigh the completeness of applications, the marketing of events, the quality of attendance data and the timing of events and activities. The current estimate is there will be approximately \$500,000 of Lodging Tax Funds available. Additionally the Lodging Tax Advisory Committee can utilize reserve funds to exceed the estimated funds available.

Attach:

- 1. Itemized budget for your event/activity/facility (income and expenses).
- 2. Description and budget showing how you intend to use the amount requested from the City of Olympia.
- 3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
- 4. A copy of your agency's City of Olympia business license.
- 5. (Optional) Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts.

The proposal and all documents filed with the City are public records. The City may choose to post on its website copies of all or parts of the proposals and attached documents.

NOTE: The Visitor & Convention Bureau is your resource.

Call on them for help with completing your application and documenting the success of your event.

For more information please reach them at www.experienceolympia.com

City of Olympia Policy Statement for Use of the Lodging Tax Fund

Adopted by the Olympia City Council, June 2007.

Olympia's Lodging Tax Fund will be the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The City does not make any multi-year commitments for tourism promotion services. However, service providers are not limited or prohibited from making annual requests of the same nature.

The City intends to maintain a reserve in the Fund, and will assess on an annual basis how much of the Fund to appropriate in a given year.

The Olympia City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for City Council consideration.

The City of Olympia will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies.

HIGH PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of Olympia.
- Promote Olympia and/or events, activities, and places in the City of Olympia to potential tourists from outside Thurston County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Olympia.
- Have a demonstrated history of success in Olympia, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance City-owned tourism facilities or infrastructure.

Olympia Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year Olympia Lodging Tax funded proposals, if any.

- Projected economic impact within the City of Olympia, in particular projected overnight stays in Olympia lodging establishments.
- The applicant's financial stability.
- The applicant's history of tourism promotion success.
- Committee member general knowledge of the community and tourism-related activities.

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism marketing;
- b. The marketing and operations of special events and festivals designed to attract tourists;
- Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec 501(c)(6) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities and expenditures designed to increase tourism, including but
 not limited to advertising, publicizing, or otherwise distributing information for the purpose of
 attracting and welcoming tourists; developing strategies to expand tourism; operating tourism
 promotion agencies; and funding marketing of special events and festivals designed to attract
 tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.





Social Justice & Equity Commission Co-Chair Election

Agenda Date: 3/27/2023 Agenda Item Number: 6.B File Number: 23-0288

Type: decision Version: 1 Status: In Committee

Title

Co-Chair Election

Recommended Action

Move to elect a Co-Chair

Report

Issue:

Whether to elect a Co-Chair

Staff Contact:

Tobi Hill-Meyer, Diversity Equity Inclusion Program Manager, 360.753.8285

Presenter(s):

N/A

Background and Analysis:

Last fall, the Social Justice and Equity Commission elected Genevieve Chan and Sarah Lloyd as Co-Chairs. Since then, Sarah has resigned. We now have the opportunity to elect another chair to work with Genevieve.

Climate Analysis:

Using the Climate Framework, it was determined this project does not involve buildings/energy use, transportation/land use, water/waste, or agriculture/forests/urban tree canopy.

Equity Analysis:

Having two chairs will allow the Commission to function more effectively and move forward the equity work of the Commission.

Options:

Elect a Co-Chair Elect a Vice-Chair Do not elect a Co-Chair or Vice-Chair

Financial Impact:

Type: decision Version: 1 Status: In Committee

None

Attachments:

None