



## Meeting Minutes - Draft

### Lodging Tax Advisory Committee

City Hall  
601 4th Avenue E  
Olympia, WA 98501

Contact: Kellie Purce  
Braseth  
360.753.8361

---

**Friday, July 27, 2018**

**11:00 AM**

**Room 112**

---

**1. CALL TO ORDER**

Chair Bateman called the meeting to order at 11:07 a.m., and introduced herself to the Committee as the new Chair of the Lodging Tax Advisory Committee.

**1.A ROLL CALL**

**Present:** 4 - Chair Jessica Bateman, Committee member Russell Carstensen, Committee member Nathan Allan and Committee member Greg Taylor

**Excused:** 1 - Committee member Jack Kiley

**2. APPROVAL OF AGENDA**

The agenda was approved.

**3. APPROVAL OF MINUTES**

- 3.A** [18-0720](#) Approval of October 18, 2017 Lodging Tax Advisory Committee Meeting Minutes

The minutes were approved.

**4. PUBLIC COMMENT**

There was no public comment.

**5. ANNOUNCEMENTS**

There were no announcements.

**6. BUSINESS ITEMS**

- 6.A** [18-0712](#) 2019 Lodging Tax Proposal Process

Committee members reviewed the 2019 applications and discussed ongoing concerns that applicants are not using good data to support their reporting on attendance and overnight stays. Members were particularly concerned that the use of “structured estimates” by applicants and recipients has allowed for inconsistent and unclear

estimates. The lack of clarity in estimates does not give the Committee a true idea of the effectiveness of the event related to putting “heads in beds.” The City has allowed the use of structured estimates in its reporting tool largely because such estimates are offered on the State’s Joint Legislative Audit and Review Committee (JLARC) reporting tool. However, there is no requirement for structured estimates to be offered as a way to document attendance and lodging night stays.

The Committee directed staff to create a reporting instrument to be used by every recipient of 2019 Lodging Tax funds, so the committee will get consistent data-based reporting back on funded events.

The Committee asked staff to share a copy of the reporting tool the City used in 2018 with the Washington Center and the Visitor Convention Bureau (VCB), both of whom received Lodging Tax funds without completing the regular application. The Committee also asked to see the report information received from the Washington Center and VCB that were shared with JLARC.

The Committee also discussed its process for reviewing applications and arriving at recommendations. There was consensus among the members indicating they want to create to a more objective review process and to clarify for applicants what elements the committee is placing emphasis on in the review.

The Committee directed staff to create a weighted rating matrix to rank applications, and discussed awarding 10 points per question. The ranking criteria the committee requested on the matrix include; completeness of application, marketing of event, attendance data and event timing.

The Committee confirmed it would not accept nor review late applications for 2019.

Committee members agreed to the following application dates:

Applications open: Monday, August 6, 2018

Applications close: Friday, September 21, 2018

Committee meeting to review applications: Monday, October 1, 3:00 p.m., Olympia City Hall

**The discussion was completed.**

## **7. REPORTS**

There were no reports.

## **8. OTHER TOPICS**

There were no other topics.

**9. ADJOURNMENT**

Chair Bateman adjourned the meeting at 12:10 p.m.