



## Meeting Minutes - Draft

### Lodging Tax Advisory Committee

City Hall  
601 4th Avenue E  
Olympia, WA 98501

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**Monday, October 1, 2018**

**3:00 PM**

**Room 207**

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**1. CALL TO ORDER**

Chair Bateman called the meeting to order at 3:02 p.m.

**1.A ROLL CALL**

**Present:** 5 - Chair Jessica Bateman, Committee member Russell Carstensen, Committee member Jack Kiley, Committee member Nathan Allan and Committee member Greg Taylor

**2. APPROVAL OF AGENDA**

The agenda was approved.

**3. APPROVAL OF MINUTES**

- 3.A** [18-0961](#) Approval of July 27, 2018 Lodging Tax Advisory Committee Meeting Minutes

The minutes were approved.

**4. PUBLIC COMMENT - None**

**5. ANNOUNCEMENTS**

Committee member Carstensen announced his resignation from the Committee effective once the work of the Committee for 2018 is complete.

**6. BUSINESS ITEMS**

- 6.A** [18-0960](#) 2019 Lodging Tax Funded Tourism Services

The Committee discussed how it would move through the review of applications. Committee member Kiley suggested working through the request in alphabetical order. They would set aside proposals they had deeper questions about from those they were certain of supporting, and then return to all the applications to confirm funding amounts. The Committee agreed to the approach.

## Arbutus Folk School

Requested \$7,000

The request was for support for the Olympia Old Time Festival. The Committee had no questions on the proposal and moved it on to the next stage.

## Capital Lakefair

Requested \$7,000.00

Adam Stilz and Bob Barnes were present to represent the Capital Lakefair proposal. The Committee was impressed that funds would be used to promote Olympia in other communities. The proposal was moved on to the next stage.

## Greater Gateway Rotary

Requested \$7,000.00

Brat, Brews and Bands Event Planners Shelley and Dan Nicholson were present to represent the Greater Gateway Rotary proposal. The Committee praised the cause of the event to raise money in support of local non-profits. The Committee raised concern about the completeness of the application and the description of the event. They also expressed concern that the event was locally focused and only one day, which would affect the number of "heads in beds." The organizers stated their goal was to grow the event up the I-5 corridor and eventually make it a multiple day event. The proposal was set aside for more review.

## Greater Olympia Dixieland Jazz Society

Requested \$25,000

The Committee had no questions on the proposal. The members praised Dixieland Jazz Society representative Charlotte Dickison for a "great event." The proposal was moved on to the next stage.

## Hands on Children's Museum

Requested \$66,361

Executive Director Patty Belmonte was present to represent the Hands on Children's Museum proposal. The Committee and Ms. Belmonte discussed the Museum's relationship with the Capital Area Regional Public Facilities District and why HOCM does not seek Lodging Tax Funds from the City of Lacey. The Committee members offered compliments to Ms. Belmonte for the survey attached to the application and that the funds were supporting advertising outside of Olympia. The proposal was moved on to the next stage.

## Harbor Days

Requested \$45,000

Executive Director Carol Riley was present to represent the Harbor Days proposal. Ms. Riley and the Committee discussed her frustration with getting reliable data on hotel stays. She noted the hotels are reporting no one staying on the Harbor Days room blocks; however, tugboat occupants attending the event report they are staying at the hotels. The Committee asked about the application mentioning business sponsorships for the event were unstable. Ms. Riley noted competition for major sponsorships is very high. Otherwise, the Committee had no questions on the proposal. The proposal was moved on to the next stage.

## Harlequin Productions

Requested \$20,000

Finance Director Joe Hyer was present to represent the Harlequin Productions proposal.

Mr. Hyer noted \$10,000 of the requested funds would be used for advertising through Encore Media Group in Seattle, which produced advertising in programs for all the major Seattle theaters. The remaining \$10,000 would be used for preservation and renovation of Harlequin's historic theater building. The Committee inquired if funding was being sought from Lacey and Tumwater. Mr. Hyer said he would consider applying to those communities after seeing some success. The proposal was moved on to the next stage.

**Olympia Downtown Alliance****Requested \$6,000**

Executive Director Todd Cutts was present to represent the Olympia Downtown Alliance's (ODA) proposal. Mr. Cutts offered the Committee updated numbers on 2018 Sip, Savor and Stroll event. The Committee expressed concern that the structure of the event, a progressive dinner event through downtown Olympia, did not support putting "heads in beds" of local hotels. Committee members asked if the event could become multi-day to support attendees staying overnight. Mr. Cutts said the ODA had not had a conversation about that. He noted the ODA had been advertising the event in other communities. The proposal was set aside.

**Olympia Film Society****Requested \$20,000**

Executive Director Audrey Henley and Board President Tim Sweeney were present to represent the Film Society proposal. Committee members offered compliments for the quality of the application. Committee member Carstensen praised the Film Society for their growth and maturity and for how well it tells its story in the application. The proposal was moved on to the next stage.

**Olympia-Lacey-Tumwater VCB****Requested \$100,000**

Executive Director Shauna Stewart represented the Visitor and Convention Bureau (VCB) aka Experience Olympia and Beyond. 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.

**Olympia & Beyond Sports Commission/ VCB****Requested \$15,000**

Executive Director Shauna Stewart represented the Olympia & Beyond Sports Commission/Visitor and Convention Bureau. The Committee asked clarifying questions about why the VCB was seeking separate funding for a sports commission. Ms. Stewart spoke about the desire to be able to compete with other sporting organizations and mentioned the community has lost the opportunity to host potential sporting events because of lack of funding. The proposal was moved to the next stage.

**Olympic Flight Museum****Requested \$6,000**

Executive Director Teri Thorning was present to represent the proposal. Ms. Thorning mentioned the funding was supporting television commercials promoting the Olympic Air Show. The Flight Museum is considering moving the commercials to Q13. The Committee suggested they might ask for more money next time they apply. The Committee had no other questions on the proposal and moved to the next stage.

**Olympia Parks, Arts & Recreation****Requested \$9,500**

Parks, Arts & Recreation Associate Director Scott River was present to represent the

proposal. Mr. River noted Oly on Ice is a new seasonal ice rink in Olympia downtown isthmus area. Committee member Taylor said he asked the Hoteliers what they thought of the project, and they said it was a great event for growth and for keeping people overnight. The proposal was moved to the next stage.

South Sound Reading Foundation Requested \$26,800  
Executive Director Jennifer Williamson Forster and Author Jim Lynch were present to represent the proposal for the OlyLit Festival of Books. The Committee was pleased with the idea of the event. Committee member Kiley noted the funding amount was a healthy request. Ms. Williamson Forster said she wanted a solid first year of out-of-community marketing. Mr. Lynch noted he had seen similar festivals grow in other communities and thought OlyLit would be a good fit for Olympia. Ms. Williamson Forster mentioned she would be happy to put together packages with other non-profits and businesses specific to downtown. The proposal was moved to the next stage.

Washington State Senior Games Requested: \$20,000.00  
Washington State Senior Games Board of Directors President Jack Kiley was present in his capacity as a member of LTAC and noted his affiliation with the event. The Committee liked that the event is regional and puts people into local hotels. The Committee asked clarifying questions about the impact of raising athletic fees on participation in the event. The Committee moved the proposal on to the next stage.

The Committee moved to awarding funding to the reviewed proposals. The Committee noted the accepted proposals totaled \$388,661 and the projected available funds for 2019 totaled \$383,000. They would have to eliminate \$5,661 fund to the available amount.

Arbutus Folk School (Old Time Festival)  
Committee recommendation: \$7,000

Capital Lakefair  
Committee recommendation: \$7,000

Gatway Rotary Club (Brews, Brats & Bands)  
Committee recommendation: \$6,339  
The Committee reduced the requested amount by \$3,661.

Greater Olympia Dixieland Jazz Society  
Committee recommendation: \$30,000

Hands on Children's Museum  
Committee recommendation: \$66,361

Harbor Days  
Committee recommendation: \$45,000

Harlequin Productions

Committee recommendation: \$20,000

Olympia Downtown Alliance (Sip, Savor & Stroll)

Committee recommendation: \$4,000

The Committee reduced the requested amount by \$2,000.

Olympia Film Society

Committee recommendation: \$20,000

Olympia-Lacey-Tumwater VCB

Committee recommendation: \$100,000

Olympia & Beyond Sports Commission/ VCB

Committee recommendation: \$15,000

Olympic Flight Museum (Olympia Air Show)

Committee recommendation: \$6,000

Olympia Parks, Art & Recreation (Oly on Ice)

Committee recommendation: \$9,500

South Sound Reading Foundation (OlyLit Festival of Books)

Committee recommendation: \$26,800

Washington State Senior Games

Committee recommendation: \$20,000

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

Arbutus \$7,000

Capital Lakefair \$7,000

Gateway Rotary Club \$6,339

Greater Olympia Dixieland Jazz Society \$30,000

Hands on Children's Museum \$66,361

Harbor Days \$45,000

Harlequin Productions \$20,000

Olympia Downtown Alliance \$4,000

Olympia Film Society \$20,000

Olympia-Lacey-Tumwater VCB \$100,000

Olympia & Beyond Sports Commission \$15,000

Olympic Flight Museum \$6,000

Olympia Parks, Art & Recreation \$9,500

South Sound Reading Foundation \$26,800

Washington State Senior Games \$20,000

**The recommendations were recommended for approval.**

**7. REPORTS**

Strategic Communications Director Kellie Purce Braseth shared with the a draft Lodging Tax Fund Report template to be shared with fund recipients. The template will also be shared electronically with committee members.

Kellie Purce Braseth also noted that members Members Taylor and Allan's terms would expire in March 2019. She also shared that the City Council would be discussing the idea term limits for advisory boards and commissions.

**8. OTHER TOPICS - None**

**9. ADJOURNMENT**

Chair Bateman adjourned the meeting at 5:55 p.m.