



Meeting Minutes - Draft

Lodging Tax Advisory Committee

City Hall
601 4th Avenue E
Olympia, WA 98501

Contact: Mike Reid
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Friday, December 11, 2020

2:00 PM

Online or by phone

Register to attend:

https://us02web.zoom.us/webinar/register/WN_ZUIxaxkVQyOmMgRWdQ3JPQ

1. CALL TO ORDER

Chair Selby called the meeting to order at 2:08 p.m.

1.A ROLL CALL

Present: 4 - Chair Cheryl Selby, Committee member Jack Kiley, Committee member Meghan Payne and Committee member Theresa Thorning

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

- 3.A [20-0844](#) Approval of September 24, 2020 Lodging Tax Advisory Committee Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. BUSINESS ITEMS

- 5.A [20-1023](#) Review of 2021 Lodging Tax Funded Tourism Services Proposals

Economic Development Director Mike Reid discussed a number of past applicants who reached out about the uncertainty of 2021 events due to COVID and not having enough information to submit an application right now. Committee member Kiley spoke in support of allowing another round of applications as more information related to COVID and social distancing is known.

Mr. Reid gave a presentation about the economy and the lodging tax application process to date.

Capital Lakefair - Application \$8,000

A representative for Lakefair didn't attend the meeting to respond to questions.

Committee member Kiley discussed history with past Lakefair applications.

Hands On Children's Museum - Application \$66,497

Executive Director Patty Belmonte responded to questions. The Committee complimented HOCM for their complete application.

South Sound Maritime Heritage Association - Application \$60,000

Executive Director Carol Riley discussed her application, highlighted the additional expense for marine insurance, and responded to questions.

Harlequin Productions \$120,000

Finance Director Joe Hyer discussed his application and responded to questions. He suggested he could accept half of the request now and, depending on how the year progresses, consider shifting the remaining funding for marketing instead of operations.

Lake Run Organization \$5,000

A representative for the Lake Run Organization didn't attend the meeting to respond to questions. Committee members discussed the event and noted the application stated most attendees would be Thurston County residents.

Olympia Film Society \$30,000

Executive Director Audrey Henley thanked the Committee for allowing her organization to shift from marketing to operations in 2020 and said it was really helpful.

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

Interim Executive Director Jeff Bowe discussed his application and was available for questions.

Olympic Flight Museum \$20,000

Committee member Thorning discussed past marketing efforts and how the increase would be used. She noted that only Olympia lodging is directly advertised with these funds. She also highlighted how the event, if held, will support social distancing.

South Sound Reading Foundation \$11,000

Executive Director Jennifer Williamson Forster said she is hopeful to put an event on in 2021 and noted it will be the Foundation's 20th anniversary.

WSU Master Gardener Foundation \$1,000

WSU Gardener Foundation President Don Enstrom discussed the conference event and was available for questions.

Mr. Reid indicated he would research the eligibility of using lodging tax funds for operations as proposed by Harlequin Productions and report back to the Committee.

The Committee agreed to open a second round of applications in March. Harlequin

Productions and South Sound Maritime Heritage Association may apply for additional funding at that time; however, funding is not guaranteed. Other organizations who didn't apply in the first round may also apply during the second round.

The Committee agreed to forward the following recommendations to City Council for consideration:

- 1. Capital Lakefair \$8,000**
- 2. Hands On Children's Museum \$66,497**
- 3. South Sound Maritime Heritage Association \$30,000**
- 4. Harlequin Productions \$60,000**
- 5. Lake Run Organization \$5,000**
- 6. Olympia Film Society \$30,000**
- 7. Olympia & Beyond Sports Commission/VCB \$15,000**
- 8. Olympic Flight Museum \$20,000**
- 9. South Sound Reading Foundation \$11,000**
- 10. WSU Master Gardener Foundation \$1,000**
- 11. VCB \$100,000**

6. ADJOURNMENT

Chair Selby adjourned the meeting at 5:00 p.m.