



Meeting Minutes

Lodging Tax Advisory Committee

City Hall
601 4th Avenue E
Olympia, WA 98501

Contact: Amelia Layton
360.570.3808

Wednesday, July 19, 2017

2:00 PM

Room 207

1. CALL TO ORDER

Chair Hankins called the meeting to order at 2:05 p.m.

1.A ROLL CALL

Present: 5 - Chair Julie Hankins, 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** [17-0782](#) Approval of October 10, 2016 Lodging Tax Advisory Committee Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS - None

6. BUSINESS ITEMS

- 6.A** [17-0781](#) 2018 Lodging Tax Proposal Process

Committee members reviewed the 2018 application packet and wanted use the 2018 application to highly encourage applicants to turn to the Visitors and Convention Bureau (VCB) for help with reporting data and with completing the application.

The Committee discussed an ongoing concern that applicants are not using good data to support their reporting on attendance and overnight stays. The Committee wanted to encourage recipients to use a survey. On Supplemental Question #2, page 2 (which is the 2018 Tourism-Impact Estimate and 2017 Annual Report), the Committee wanted the word "should" changed to "must". The statement will now read as follows: "The 'actual' figures ~~should~~ **must** be based on locally documented data and ~~should~~ **must** not be

estimates themselves.”

Because the City is committed to supporting the work of the VCB each year with \$100,000 in Lodging Tax Dollars, the Committee agreed it would be no longer necessary for the VCB to submit a formal application. The VCB will still need to submit the Annual Report on the LTAC funds as part of the City’s requirement to report on the use of the funds to the State of Washington.

The Committee asked staff to reach out to the VCB to inform them of the application process change, remind them of the need for the annual report, and ask them to work with recipients on their 2018 application and 2017 annual report data.

The Committee decided it would not accept or review late applications for 2018. They asked staff to place that information prominently on the application and on the website. They also asked that late applications not be brought to them at all.

Committee members agreed to the following application dates:

Applications open: Monday, August. 14, 2017

Applications close: Thursday September 21, 2017

Committee meeting to review applications: Wednesday, October 18, 3:00 p.m., Olympia City Hall

The decision was approved.

7. REPORTS - None

8. OTHER TOPICS - None

9. ADJOURNMENT

Chair Hankins adjourned the meeting at 3:02 p.m.