



Meeting Minutes

Lodging Tax Advisory Committee

City Hall
601 4th Avenue E
Olympia, WA 98501

Contact: Amelia Layton
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Wednesday, July 31, 2019

3:00 PM

Council Chambers

1. CALL TO ORDER

Councilmember Bateman called the meeting to order at 3:00 p.m. and introduced herself. She asked Committee members to introduce themselves to each other with two new members, Meghan Payne and Teri Thorning, at the Committee table.

1.A ROLL CALL

Present: 5 - Chair Jessica Bateman, Committee member Nathan Allan, Committee member Jack Kiley, Committee member Theresa Thorning and Committee member Meghan Payne

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [19-0690](#) Approval of October 1, 2018 Lodging Tax Advisory Committee Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS - None

6. BUSINESS ITEMS

6.A [19-0688](#) 2020 Lodging Tax Proposal Process

The Committee reviewed the draft 2020 application packet and discussed an ongoing concern that applicants are not using good data to support their reporting on attendance and overnight stays. The group also discussed question 2.e on the application, "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" - specifically around the term "Olympia or the Olympia area." The Committee agreed they were comfortable with the language and chose to move forward with the application as is.

The Committee reviewed the reporting instrument created in 2019 and used by recipients of 2019 Lodging Tax Funds. The Committee wanted to use the reporting tool as is for 2020, and add a requirement in the 2020 contracts requiring that the report be returned within 45 days after the funded activity is complete. The Committee requested that the 45 day reporting requirement also be added to the third bullet of the certification section on the 2020 Application for Lodging Tax Funds.

The Committee also discussed the weighted evaluation matrix created in 2019 to ensure an objective and consistent review of applications and arrival at recommendations.

Based on their use of the matrix in 2019, Committee members asked for the following changes to the tool:

- Remove the 10 point ranking, but maintain the comment section
- Make the "Completion of Application" section a "Yes or No" notation
- Add a section next to "Amount Requested" for Committee members to note what they suggest the funding level be
- Add prompts to the remaining ranking criteria for Committee members to consider against: For example, under the Marketing of Event/Activity add the prompt "Is there an effective marketing plan?"

Staff Liaison Kellie Purce Braseth will make the suggested changes and share a draft for Committee review before the application period is complete.

Committee members agreed to the following application dates: Applications open:

Monday, August 5, 2019 and Applications close: Friday, September 19, 2019.

Committee meeting to review applications: Wednesday, October 23, 3:00 p.m., Olympia City Hall.

The discussion was completed.

6.B [19-0689](#) Briefing on the Beginning Work of a Short-Term Rental Project

Community Planning and Development (CPD) Deputy Director Leonard Bauer and Associate Planner Catherine McCoy briefed the Committee and asked for feedback as CPD returns to its work on the short-term rental project after a hiatus. LTAC is one of several community stakeholders staff are reaching out to. Chair Bateman reminded Committee members that LTAC has no role in short-term rental policy. Committee members provided feedback. Mr. Bauer offered to send the Committee informational only email updates on the project.

The information was provided.

7. REPORTS - None

8. OTHER TOPICS - None

9. ADJOURNMENT

The meeting adjourned at 4:20 p.m.