

Lodging Tax Advisory Committee

June 14, 2012 Meeting ~ 1 pm

Fourtner Room, City Hall

Committee members: Joan Bloom, Chair, Councilmember
Jan Conner, Harbor Inn
Hellon Wilkerson, Maple Tree B&B
Frances Chapin, Edmonds Parks & Rec Cultural Services, Manager
Joe Mclalwain, Edmonds Center for the Arts Executive Director

Staff: Cindi Cruz, Economic Development
Shawn Hunstock, Finance Director
Carolyn LaFave, Mayor's Office

Agenda for meeting

1. Approval of February 9, 2012 meeting minutes
 2. Review of 2011 final financials
 3. Discussion of 2013 budget
 4. Discussion of LTAC membership
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Minutes from 02/09/2012 Meeting

Committee members present: Joan Bloom, Councilmember, Chair
Jan Conner, Harbor Inn
Joe Mclalwain, Edmonds Center for the Arts Executive Director
Frances Chapin, Edmonds Parks & Recreation Cultural Services, Mgr

Staff present: Cindi Cruz, Economic Development Department
Shawn Hunstock, Finance Director
Carolyn LaFave, Mayor's Office

1. Councilmember Joan Bloom took over as new Committee Chair. Carolyn LaFave came onboard as new staff representative for the Mayor's Office.
2. Minutes from the September 23, 2011 meeting and the October 14, 2012 meeting were approved. Moved - Mclalwain, Second - Conner.
3. Cindi Cruz and Frances Chapin went over financials. Actuals for 2011 will not be available until March. A few suggestions were made to help clarify the existing report:
 - a. For line item **Transfers** list the breakout

- b. Include names of funds w/#'s
4. Review of Expenditures for 2012
 - a. Economic Development Department handles Advertising
 - b. Advertising goals include 1) increasing bed nights (heads in beds) and 2) attracting day visitors.
 5. Approval of 2012 ECA Contract. Joe McIlwain abstained. Moved – Conner, Second – Chapin. 2012 contracts for the Chamber Visitor Bureau and ECA will be sent to City Council on the Consent Agenda.
 - a. These contracts are considered reimbursement contracts. Receipts showing proof of use are required to be submitted to the committee to substantiate expenditures.
 6. Reserve funds policy was discussed: the committee has a standing policy of keeping approximately \$60,000 in ending cash.
 7. Committee was directed to page 54 of the City of Edmonds 2012 Budget for a narrative about the LTAC Fund
 8. LTAC Committee membership was discussed. Committee is made-up of equal parts users and generators. Users – use the funds, Frances & Joe; Generators – generate the funds, Jan & Hellon. Hellon has not been attending and Chair Joan Bloom will contact her to discuss. Carolyn will provide Joan with contact info.
 9. Next meeting is scheduled for Thursday, June 14th @ 9am in the Fourtner Room. ***PLEASE NOTE: Meeting time for June 14th meeting was changed to 1pm.***