

Lodging Tax Advisory Committee
September 13, 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 June 14, 2012 meeting minutes
 2. Review of requests and approval of draft 2013 Budget
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Minutes from 06/14/2012 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. Minutes from the February 9, 2012 meeting were approved. Moved - Connor, Second - Chapin.
2. Discussion of LTAC membership
 - a. After the February meeting Joan talked w/Hellon regarding her participation on the committee. Hellon said she would like to continue to be on the committee but requested the meeting time be changed to the afternoon. She was unable to attend this meeting due to health issues. Discussion ensued about committee member absences and the fact that we may need to look for potential new members to represent the generators.
3. Review of 2011 final financials. Handout was distributed.
 - a. Jan Connor feels estimated revenue will be higher for year-end
 - b. Frances outlined the different funds that transfers were made to in 2011:
 - i. 117 Fund – Municipal Arts fund – annual transfer per City Council direction

- ii. 123 Fund – Tourism Promotion/Arts fund – 25% transferred annually per CC Resolution to the Arts Commission for allocation to local arts & culture organizations to promote outside Edmonds. A portion is used to advertise “Write on the Sound”.
- iii. 132 Parks Construction Fund – this was a one-time federal grant match (transfer match is done).
- c. Shawn reported that the fund balance went up by \$20,000 because year-end expenditures were lower than budgeted and year end revenues were higher.
 - i. It was noted that we had budgeted a lot more for professional services but spent less.
 - ii. Joe asked about the advertising budget. We budgeted \$35,000 but only spent \$23,288, is this what we want to do? Do we want to spend more?
 - iii. Cindi – we didn't spend as much w/state because of the state tourism office closing. There were a couple others we didn't do because they ended up being quite a bit more expensive. Did same amount of advertising but better choices and pricing. E.g. didn't run ad in Kitsap last year but did do Korean newspaper which has better distribution.
 - iv. Frances noted importance of always evaluating how money is spent and if the advertising is effective.
 - v. Cindi – Seattle Visitor's Center is a good investment.
- 4. 2013 Budget
 - a. There was general discussion about best use of LTAC resources for the 2013 budget and what alternatives for advertising/promotion might be considered such as social media. The line item for “Other Advertising Opportunities” in the Economic Development budget might be used if funding is needed for this, dependent on City policy.
 - b. Currently funded items were reviewed; do we want to continue to do so?
 - i. Sno co. visitors center – yes
 - ii. ECA – yes
 - iii. Chamber of Commerce Log Cabin operations - yes
 - iv. Birdfest – yes
 - v. Rack cards, we have enough to continue to distribute throughout this year. In 2013 do we want to continue to provide a print piece to mail and distribute? Jan Conner feels we should redesign and include resources for lodging and keep it fresh. Cindi will investigate costs of updating written piece. People are moving away from print but we should continue to produce these for the rack card locations.
 - vi. Joan asked if we needed to have a discussion about how to use extra funds for 2012. Shawn said it can be left in the fund balance. Frances said historically we like to keep a substantial fund balance.
 - vii. In 2013 \$4,500 will be allocated for the Log Cabin Visitor's Center
 - viii. Next step is for staff to put together budget. It will be reviewed at the September meeting.