

Lodging Tax Advisory Committee
September 18, 2012 Meeting ~ 10 am
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 September 13, 2012 meeting minutes
 2. Approve ECA funding increase of \$2,500
 3. Approval of consideration for Wayfinding Signage funding in 2013 budget
 4. Approve 2013 Budget
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Minutes from 09/13/2012 Meeting

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

Staff present: Carolyn LaFave, Mayor's Office

1. Meeting minutes from the June 14, 2012 meeting were approved with the following correction: Jan Conners' last name is spelled with an e not an o as was recorded in the minutes. Joe Mclalwain motioned for approval and Jan Conner seconded the motion.
2. 2013 budget discussion
 - a. Frances reviewed the change with regard to transfers implemented by Finance. The transfer of 25% of the total revenue from the 120 fund to the 123 Arts Tourism Promotion fund will no longer show on the 120 financials since it will now be deposited directly into the 123. The transfer of \$4,000 to the 117-100 Municipal Arts Fund which is used for advertising will continue to be transferred annually. She also noted that the log cabin work will be done in 2013 and \$4500 is budgeted for that.
 - b. Review of ECA funding request letter

- i. Requesting an additional \$2,500 to cover increased mailing costs and larger mailing list
 - ii. No quorum so committee members present strongly recommended approval of request. Also agreed to add \$2,500 to Economic Development allocation from ending balance which will increase ECA spending to 12,500.
- 3. Joe asked about the reserve fund policy. Why we keep the amount we do and what items have come up in the past that excess revenue funds, above \$60K have gone toward.
 - a. Jan explained that they landed on \$60K for a fund balance because this amount would cover all the committees' commitments for a calendar year.
 - b. Frances said that prior excess revenue funds had been used as follows: 1) ECA 2) a contribution towards a feasibility study for the FACE project, and 3) Log cabin renovations.
 - c. With regard to current ending cash funds Frances said that the City has a design package for wayfinding signs developed some time ago, but there were no funds available to have the signs created. She would like the committee to think about funding this project if there are funds available to do so. She plans to apply to Snohomish County for a tourism promotion grant to assist with this project. Joe and Jan both feel this is a very worthwhile project.
 - d. After 2012 totals are calculated we could do a budget adjustment to allot money for the signage project or budget it for 2013 (it remains in the fund if not expended).
 - e. Joe feels the committee should review project specs, etc. if they plan to approve the fund expenditure.