

Lodging Tax Advisory Committee
February 12, 2013 Meeting ~ 10 a.m.
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

Minutes from 09/18/2012 Meeting

Committee members present: Joan Bloom, City Council
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
Cindi Cruz, Economic Development

1. Meeting was opened by Joan Bloom and two items were added to the agenda
 - a. Hellon Wilkerson's open position
 - b. 2013 meeting dates
2. Approval of September 13, 2012 meeting minutes.
 - a. Frances motioned to approve 9/13/12 meeting minutes and Joe seconded the motion. No discussion. Meeting minutes were approved.
3. Approval of ECA funding increase of \$2,500.
 - a. Jan moved to increase ECA funding by \$2,500 as requested by the ECA. Frances seconded the motion. No discussion. Motion was passed.
4. Approval of consideration of Way-finding signage funding in 2013.
 - a. Frances requested consideration of funding Way-finding signage in 2013 so she can apply for a Snohomish County grant. The application process requires a match from the City LTAC to be eligible. If not successful with grant application then funds won't be expended. Committee reviewed design and specifications and discussion ensued. Snohomish County does tourism grants and way-finding signage was called out in their plan last year.. She is

requesting \$10K from LTAC and \$11K from the county. Joe moved that the LTAC approve a grant to fund way-finding signs in 2013 for the amount of \$10K so the city can proceed with applying for a grant from Snohomish County. Jan seconded the motion with the caveat that the signs would concentrate on the downtown core so we can build our revenues, e.g., SR 104. Discussion: Next step if we receive funding is for staff to figure out which locations will work best (2 large signs and 2 supporting smaller signs), and to discuss installation with PW. Motion passed.

5. Approval of 2013 budget
 - a. Frances explained with the two approved items above that the total budget would have an additional \$12,500 in expenditures. Jan motioned to approval budget with additional \$2,500 for ECA and 10,000 as a matching grant for way-finding signs. Joan seconded the motion. No discussion. Motion passed.
6. Next meeting scheduled for Tuesday, February 5, 2013 at 10 am.
7. Meeting adjourned @ 10:54 AM