

Lodging Tax Advisory Committee  
August 06, 2013 Meeting ~ 10 a.m.  
Fire Conference Room, City Hall

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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

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Agenda for meeting

1. Approval of February 12, 2013 meeting minutes
  2. Review of 2013 revenue and expenditures
  3. Review of 2014 Funding Applications
  4. Review of 2014 Budget
  5. Membership
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Minutes from 02/12/13 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: Cindi Cruz, Economic Development

1. Meeting was opened by Joan Bloom at 10 a.m.
2. Approval of September 18, 2012 meeting minutes.
  - a. Jan Conner motioned to approve 9/18/12 meeting minutes and Joe seconded the motion.  
No discussion. Meeting minutes were approved.
3. Review of 2012 revenue and expenditures  
Frances Chapin reviewed reports including revenues and expenditures. Jan Conner stated there was a slightly better year than the prior year. Focus on advertising in Portland and Vancouver B.C. areas encouraging travel to Edmonds. Cindi Cruz described how staff is looking to do more web based advertising and went through different advertising opportunities.

Discussion of the merits of Facebook or other forms of social media and how the City could be involved possibly with the ECA. Hotel nights are usually involved with multi-day events or vendors that stay for a weekend festival. Every 3 years we have the expenditure of the log cabin treatment of \$4,500. One time transfer for the match of \$10,000 for way-finding signage. \$4,000 annual transfer to the 117 Fund to fund the Craze recreation publication.

4. Way-finding signage

Received grant for \$11,000 from Sno Co and received the contract. Have to spend on way-finding signage unfortunately this will not cover very many signs. Corner of Dayton and SR 104 should be on the side of the street as Salish Crossing. Large sign pointing to waterfront, shopping, lodging, dining, performing arts center, etc. will be the most expensive one. Follow-up sign should be installed at 3<sup>rd</sup> and Dayton. Frances has also discussed with BID on way-finding signage within the BID boundaries and potential of working with them on signage. Parks had paid to have a way-finding signage package several years ago which will be utilized for design and construction with this grant. The plan is to have signs that are easily maintained by the City sign shop. There will be a small committee gathered to approve signage design including Jan Conner from the LTAC. Fabrication must be completed by June, 2013. Public Works Department will be installing. This grant includes 4-6 signs total.

5. Future Projects

Maintaining a larger fund balance to provide potential for future projects has been a priority of this committee. Frances brought up the downtown restrooms as a potential project for LTAC money. It is an allowable use now and will continue depending upon the state legislature extending the use of the LTAC funds past June 2013. Jan has concerns about paying totally but potentially could contribute a portion to help fund but not 100% funding. Jan Conner stated this committee would be potentially amenable to a portion but would first fund additional way-finding signage and then public restrooms with no more than \$10,000 allocated from LTAC for restrooms.

6. Membership

Jan called Hotel Group, not too interested at this point but will continue to try to get an appointment with the Mayor.

7. Next meeting scheduled for June 11, 2013 at 10 am.

8. Meeting adjourned @ 11:07 a.m.