

Lodging Tax Advisory Committee

October 21 Meeting ~ 11 a.m.

Fourtner Meeting Room, City Hall

Committee members: Joan Bloom, Chair, Councilmember
Jan Conner, Harbor Inn
Pat Moriarty, The Studio
Frances Chapin, Edmonds Parks & Rec Cultural Services, Manager
Joe Mclalwain, Edmonds Center for the Arts Executive Director

Staff: Cindi Cruz, Economic Development

Agenda for meeting

1. Approval of July 21, 2014 meeting minutes
 2. Revenue Projections 2014
 3. Discussion and potential action on amendment of proposed 2015 budget for Tourism Marketing Implementation Professional Services
 4. Discussion and potential action on amendment of proposed 2015 budget for sponsorship of 2015 RevitalizeWa conference
 5. Miscellaneous
 6. Audience Comments
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APPROVED 10/21/14

Minutes from 07/21/14 Meeting

Committee members present: Joan Bloom, City Council
Jan Conner, Harbor Inn
Joe Mclalwain, Edmonds Center for the Arts Executive Director
Pat Moriarity, The Studio
Frances Chapin, Edmonds Parks, Recreation, & Cultural Services, Mgr.

Staff present: Cindi Cruz, Economic Development

Meeting was opened by Joan Bloom at 4 p.m.

1. Approval of August 6, 2013 meeting minutes.
Frances Chapin moved to approve 8/06/13 meeting minutes and Jan Conner seconded the motion.
Motion passed.

2. Review of 2013 and 2014 revenue and expenditures.
Frances explained differences between the 123 Fund and 120 Funds. The Snohomish County Visitor's bureau was discussed and how they benefit Edmonds through brochure distribution, knowledge of Edmonds events, and familiarization tours of Edmonds for their volunteers. The expenditures for advertising were reviewed.
3. Review and approval of 2014 Funding Applications for Budget Year 2015.
See attached funding requests. All requests were approved \$21,200 for distribution by the Edmonds Arts Commission and the balance of \$76,000 through the Economic Development Department. Jan Conner moved to approve and Joan Bloom seconded motion. Motion passed.
4. Miscellaneous:
There was discussion on difficulty of starting a B&B in Edmonds. Concerns were raised about the lack of need for hotel rooms during 10 months out of the year. Pat discussed the process she went through to obtain a business license. Pat agreed to write a letter regarding her experiences.
5. Next meeting will be held in October, 2014. Meeting adjourned @ 5 p.m.