

## Lodging Tax Advisory Committee

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### Minutes from 06/15/15 Meeting

Committee members present: Mike Nelson, City Council  
Joe McIalwain, Edmonds Center for the Arts Executive Director  
Pat Moriarity, The Studio  
Frances Chapin, Edmonds Parks, Recreation, & Cultural Services, Mgr.

Committee members absent: Jan Conner, Harbor Inn

Staff present: Patrick Doherty, Economic Development & Community Services Director  
Cindi Cruz, Economic Development  
Ellen Hiatt, Communications/Marketing Consultant

Meeting was opened by Mike Nelson at 3 p.m.

1. Approval of October 27, 2014 meeting minutes.

Joe McIalwain moved to approve 10/27/14 meeting minutes and Frances Chapin seconded the motion. Motion passed with Mike Nelson abstaining.

2. Review of 2015 revenues and expenditures.

A reformatted version of the revenue/expenditure report was presented and the committee was enthusiastic about the new reporting format. ECA program ad and season brochure pages were discussed and history of LTAC support for ECA. Total Revenue for 2014 was \$95,000, with \$71,250 allocated to Fund 120. Expenditures in Fund 120 were budgeted at \$54,000. Finance Director would prefer some conceptual thought regarding large carryforward balances to be allocated to identify future projects. Discussed RevitalizeWa conference bid and potential for bidding again for 2016.

3. Quarterly reports from Marketing & Communications Consultant, Ellen Hiatt.

Ms. Hiatt gave a report highlighting her work from the end of 2014 through the 2<sup>nd</sup> quarter. This includes advertising program on Facebook at end of 2014, strategically identifying audience both regionally and locally, new advertising at Xfinity Arena in Everett, Blue City monthly, KPLU/King FM, Vancouver Sun, Goodway Group which will target specific online audiences, and Seattle Times, for regional and holiday advertising. The addition of the Localist calendar module to the VisitEdmonds website, identification of colors, logo development for tourism, brochure development, as all part of the strategic advertising plan. There is a great deal more to be done in the scope of work presented for 2015 including newsletter development with it linked to calendar, web-based itineraries, linking to other websites and push for additional tourism including outdoor recreation, tour buses, eating and dining experiences, Segway tours, etc.

4. Miscellaneous

- a. Update on way-finding signage. Frances Chapin stated the fabrication of City way-finding signage was funded partially by LTAC funds. The smaller signs were installed last year by Public Works. It has been difficult finding an installation contractor for the large format signs due to the equipment needed for a relatively small job. Only one company has submitted a

- bid. The cost for installation of the four 16' signs is \$24,000 (two on SR 104 & Dayton St., Westgate, and Casper St signage). The hope is they will be installed by fall.
- b. The staff has been researching public restroom options for downtown Edmonds and it is hoped that there will be some money in the budget for 2015 for capital construction and maintenance of downtown public restrooms. Capital costs are estimated at \$150,000 and an estimated additional \$40,000 is needed for yearly maintenance and operation budget for cleaning and supplies. There was discussion about the eligibility of LTAC funds for capital or maintenance and it was stated that this type of expenditure is eligible for LTAC funds.
  - c. There will need to be a meeting in July to discuss the budget for 2016. Staff will provide information for options of using LTAC funds for capital and/or maintenance funding of public bathrooms. The Edmonds Arts Commission grant applications including Tourism Promotion Awards will be discussed and brought for potential approval in July. It was decided that July 27 at 3 p.m. is the next potential meeting date. Cindi will send out an e-mail to confirm.
  - d. Discussed meeting more regularly but it is really only necessary to meet approximately 3 times a year unless a special request is brought forward. The collaborations with other groups in Edmonds was also discussed including the EDC Tourism Sub-Group. Meeting with Amy Spain from the Snohomish Tourism Bureau was discussed and it was decided that a meeting in January could be held to discuss future funding endeavors.
5. Audience Comments, none.
  6. Meeting adjourned at 4:40 p.m.