

Lodging Tax Advisory Committee

Summary Notes from 07/27/15 Meeting

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

Staff present: Patrick Doherty, Economic Development & Community Services Director
Cindi Cruz, Economic Development

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

1. Approval of June 15, 2015 meeting minutes.

Frances Chapin moved to approve 06/15/15 meeting minutes and Pat Moriarty seconded the motion. Motion passed with Jan Conner abstaining.

2. Review of 2016 Budget

Patrick reviewed the revenue projections and proposed expenditures for 2016. (See attachment "Proposed 2016 LTAC Budget"). The 2015 revenue receipts are up 13.4% over last year but staff is recommending a conservative growth of 4% for 2016. The addition of a contingency line item of 5% would allow for variability in the actual receipts as well as minor additional expenditures as needed.

2016 Budget discussion:

- Other budget items included: the tourism brochure will be printed in 2016 for regional distribution for \$7,500, a contingency amount of \$3,000, promotion of Bird Fest \$1,500, the ECA submitted a request for \$12,500 for advertising in season brochure; Edmonds Visitor's Center requested \$2,500 for annual support; and Snohomish County Tourism Bureau requested \$6,000 for annual support and the yearly contribution of \$4,000 to the 117 Fund for arts promotion. General advertising is increased from \$21,000 to \$25,000, and the miscellaneous budget has increased from \$500 to \$3,000 for miscellaneous photography, design work, and emerging opportunities. One-time expenditures include a request for \$3,000 to support a repeat bid for the RevitalizeWa Conference, the log-cabin maintenance done every 3 years for \$4,500, and supplement for the Tourism Promotion/Support for Website, Calendar, etc. of \$6,000. Under the Tourism Promotion/Support for Website, Calendar, etc. staff recommended two alternatives because 20 hours per month for contracted work is not sufficient to provide all services needed: 1. Increase to one day a week for \$21,000 per year up from \$12,000 or 2. Create half time staff position with support from lodging tax funds of \$15,000 and general fund \$15,000. After some discussion about the duties and what could be expected from increasing funding for this position it was recommended to increase the current level to \$18,000 for the contract position with a review next year to determine if the need was for a ½ time position versus a contract position. **Joe McIalwain moved to approve the 120 Fund budget as amended, Pat Moriarty seconded. Motion passed.**

- Frances explained the requests in the 123 fund budget include two new organizations: Cascadia Museum and Edmonds Art walk. Write on the Sound request was increased due to the need to replace the large street banner. There will be another small round of awards budgeted at \$6,000 later in the year for 2016 that will come out of the 123 fund so there will be need for another meeting before the end of the year. **Jan Conner moved to approve the 123 Fund budget, Joe McIalwain seconded, motion passed.**
- Downtown restrooms are in the CIP budget for 2016 with a construction cost of \$300,000 and yearly maintenance of \$35,000, the City will be asking for restroom contributions from the BID, Chamber, and museum. **After discussion in support of new downtown public restrooms, Joe McIalwain moved to approve a \$60,000 contribution from the LTAC ending fund balance towards the project's construction costs, Jan Conner seconded. Motion passed.**

3. Miscellaneous

Discussed tourism brochure/rack card.

4. Audience Comments, none.

5. Meeting adjourned at 4:34 p.m.