

## Lodging Tax Advisory Committee

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### Draft Summary Notes from 03/14/16 Meeting

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

Committee members absent: None

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

Meeting was opened by Mike Nelson at 3:30 p.m.

1. Approval of November 30, 2015 meeting minutes.  
Joe Mclalwain moved to approve the 11/30/15 meeting minutes and Frances Chapin seconded the motion. Motion passed with Pat Moriarty and Jan Conner abstaining.
2. 2015 Year-end Financial Reports. The 120 Fund budget as proposed last fall was approved by City Council. The \$3,000 allocated for RevitalizeWa conference will not be expended in 2016. The new tourism brochure was distributed. After some discussion it was suggested that the next printing of the brochure should include more focus on staying the night in Edmonds along with including that message in ads throughout the year. Frances gave a brief explanation of the 123 Fund budget which is 25% of the LTAC funds dedicated to the arts project awards from the Edmonds Arts Commission (EAC). No more than \$2,000 is awarded to each applicant subject to approval and recommendation by the EAC.

Patrick gave an update on the downtown public restroom project which the LTAC has budgeted \$60,000 for 2016. The project was estimated to cost \$300,000 and the City is working with consultants and a committee to determine the best layout and location in the parking lot adjacent to the south side of City Hall. The identified funds are \$260,000 with \$60,000 from LTAC, \$10,000 from the BID, and the Rotary potentially contributing up to \$10,000. Costs could be as high as \$320,000 and the proposal will be presented to City Council on 3/22/16.

3. Funding request for 2016:  
Edmonds Center for the Arts requested \$2,500 in support of their 10<sup>th</sup> Anniversary Birthday Bash to be held on July 30, 2016. **Jan moved for discussion the approval of \$2,500 to the ECA. Pat seconded the motion.** Joe gave a brief explanation of the events that will be happening in celebration of the 10 year anniversary of the grand opening of the ECA. The ECA attracts 60% of their visitors from outside of Edmonds. The July 30 event will be free to the public. **Motion passed 4-0, Joe Mclalwain abstained.**  
Edmonds Waterfront Festival requested \$1,000 in support of advertising for the Waterfront Festival to be held June 3-5, 2016. The \$1,000 will be used to purchase a bus wrap on a

Community Transit bus advertising the festival. **Joe moved for discussion the approval of award of \$1,000 to the Waterfront Festival for advertising. Frances seconded the motion.** There were some concerns expressed about the Festival not attracting overnight stays but approximately 70 bed-nights are generated from vendors. It is an event that brings 20,000 visitors to Edmonds over three days. Bringing new visitors to Edmonds is always a good investment. There will be a stipulation that the advertisement must state that it is partially funded by the Lodging Tax Fund. **Motion passed 4-1** with Jan Conner voting no.

4. Discussion of schedule for awards cycle for 2017 funds.

Currently the Arts Commission advertises the application process for grants from the 123 Fund which is 25% of the total received LTAC funds per year. These grants are no more than \$2,000 and are recommended to the Committee by the Arts Commission. The awards are included in the budget process along with the awards that the LTAC gives out to the ECA, Edmonds Chamber/Visitor Center, and to the Snohomish County Tourism Bureau. The discussion revolved around advertising grant opportunities from both the 123 and 120 funds or keep it the way it has been and only advertise 123 Fund awards through the Arts Commission. There are new organizations that have been established in recent years and the Committee expressed support for jointly advertising these two grant opportunities. Grants from direct application to the LTAC will generally be small. **Frances moved to advertise small grant opportunities for limited LTAC funding to promote events held in Edmonds at the same time as advertising the Arts Commission Tourism Promotion grants. Jan seconded. Motion passed unanimously.**

5. Meeting adjourned at 5:16 p.m.