

# AGENDA

CITY OF BOTHELL  
LODGING TAX ADVISORY COMMITTEE  
January 21, 2020 - 10:00 a.m.  
City Hall, 18415 - 101<sup>st</sup> Ave NE  
Conference Room 412

## **CALL TO ORDER**

## **ROLL CALL**

## **APPROVAL OF AGENDA IN ORDER AND CONTENT**

## **PUBLIC COMMENTS**

## **SPECIAL PRESENTATION**

## **BUSINESS ITEMS**

1. Consideration of November 19, 2019 Meeting Minutes  
Attachment A

## **REPORTS FROM STAFF**

1. Wayfinding Sammamish River Trail
2. Holiday Lights
3. Tourism Map
4. TPA/Excise Tax Update
5. Begin at Bothell analytics
6. Event idea

## **REPORTS OF COMMITTEE MEMBERS**

1. General Comments and Reports
2. Setting Future Meeting Agendas

## **ADOURNMENT**

## **City of Bothell**

### **Lodging Tax Advisory Committee (LTAC) Meeting Notes**

November 19, 2019

The meeting began at 10:03 a.m.

#### **Roll Call**

Present: Shawna Pitts, Brittany Caldwell, Cathy Lalley, Laura Lilley, Nancy Pipinich

Excused: Chair, Jeanne Zornes

STAFF: DeNae McGee

#### **Approval of Agenda**

Pitts moved to approve the November agenda. Lalley seconded. Passed unanimously.

#### **Public Comment**

There were no public comments.

#### **Special Presentation**

There were no special presentations.

#### **Business Items**

1. Lalley moved to approve the November minutes. Lilley seconded. Passed unanimously.

#### **Reports from Staff**

1. The contract has been finalized and the sign company can now begin design of the two wayfinding signs along the Sammamish River Trail.
2. A date has not yet been set for installation of the holiday lights. Pipinich reminded everyone that the Tree Lighting event is December 1 and expressed a desire for the lights to be installed before then. Staff will coordinate.
3. LTAC reviewed the Begin at Bothell map and made suggested edits. The next step includes finalizing the draft and receiving bids from area printers.
4. The two Interlocal Agreements between the City of Bothell and Snohomish County for tourism promotion tentatively set for council consideration has been moved from December 3 to December 17.
5. LTAC reviewed the 2020 grant application from UW Bothell for their UW Block Party and Beer Fest. After discussion, Pitts moved to accept the application and fund their marketing and advertising costs for \$10,000. Pipinich seconded. Passed unanimously.

#### **Reports from Committee Members**

1. LTAC discussed ways to increase awareness of our grant program. Suggestions included dedicating more advertising dollars in 2021 to get the word out of, as well as reaching out to Shelby Mras, Event and Volunteer Coordinator, City of Bothell.

2. Pitts requested that the December meeting be cancelled unless there are pending agenda items to discuss. After discussion, LTAC elected to cancel December's meeting and meet again in January. Staff will confer with Chair Zornes for final approval.
3. LTAC provided no future meeting agenda items.

**Adjournment**

Pitts moved to adjourn the meeting; Lilley seconded. Passed unanimously.

The meeting ended at 10:43 am.