

Attachment A

City of Bothell

Lodging Tax Advisory Committee (LTAC) Meeting Notes

November 16, 2021

The remote meeting began at 10:04 am.

Roll Call

PRESENT: Deputy Mayor Zornes, Chair; Brittany Caldwell, Laura Lilley, Cathy Lalley

Excused: Nancy Pipinich

STAFF: DeNae McGee, Tourism Manager; Nik Stroup, Parks Director

Approval of Agenda

Lalley moved to accept the November Agenda. Caldwell seconded. Passed unanimously.

Public Comment

There were no public comments.

Special Presentation

There were no special presentations.

New Business Items

1. Lilley moved to approve the September 21 Minutes. Lalley seconded. Passed unanimously.

Old Business

1. Staff reported that due to the pandemic, the hotel/motel tax fund has been hit hard. The good news is that revenue is up almost \$134,000 over last year by this time last August. Now that we're entering the Shoulder Season, we'll see a dip in revenue and the projected year-end-revenue of \$200,000, is likely accurate. Staff reminded LTAC that typical pre-pandemic annual revenue is \$400,000. Due to revenue losses, something must change and options include:
 2. Request ARPA support from Council, which LTAC is eligible to receive, or,
 3. Spend less in 2022

LTAC will proceed with Option A and directed staff to make arrangements.

2. Staff is working to procure 2022 contracts with the following:
 - Streetsense for Marketing/Advertising/Website and Social Content Support – maintain same level as 2021, \$122,500.
 - Holiday Lighting for downtown holiday lights – This is another three-year contract with a ten percent discount. It will be a bit more expensive than in the past for two reasons:
 1. Adding more lights to the poles on Main Street, and

2. Remove old lights and replace with new lights on the three artificial trees placed on the corner of 522 and 527 in hopes of mitigating the times the lights tripped in previous years.
 - Woodinville Wine Country – Official Stay Partner title and 250 Passports to Taste for 2022 Sip and Stay Program for \$10,000.
 - Bothell/Kenmore Chamber of Commerce - \$30,000 to assist with rental and staffing as Official Visitor Center.

3. Aside from funding \$10,000 awarded to UW Block Party and Beerfest back in 2020 and since cancelled due to the pandemic, the grant program will not resume until LTAC funding improves.

Reports from Staff

There were no staff reports.

Reports from Members

Caldwell announced that a virtual Open House to meet the candidates for the new City Manager position is scheduled on Monday, November 29 at 6pm.

LTAC's next meeting is January 18, 2022.

Adjournment

Deputy Mayor Zornes had to exit early for a Council commitment. Due to a lack of quorum, Lilley moved to adjourn the meeting; Lalley seconded. Passed unanimously. The meeting adjourned at 10:36 am.

