

Attachment A

City of Bothell

Lodging Tax Advisory Committee (LTAC) Meeting Notes

February 15, 2022

The remote meeting began at 10:02 am.

Roll Call

PRESENT: Councilmember Zornes, Chair; Brittany Caldwell, Laura Lilley, Cathy Lalley, Nancy Pipinich; Quynh Pham

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

GUESTS: Councilmember Mahnkey; Chair, Hillary Long of Bothell Arts Commission

Approval of Agenda

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

Public Comment

There were no public comments.

Special Presentation

1. Economic Development Manager, Jeanie Ashe, spoke to LTAC about the projects she will be presenting to Council for consideration in support of local businesses as they recover from COVID. Funds from the American Rescue Plan Act (ARPA) will potentially be used for grants, a Cultural Navigator Program, a Resource Directory, and partnering with the Chamber to showcase area businesses through a Business Expo.

New Business Items

1. Caldwell moved to approve the January 18, 2022 Minutes. Pipinich seconded. Passed unanimously.
2. Councilmember Zornes introduced Chair of the Bothell Arts Commission (BAC), Hillary Long. Chair Long said that BAC is interested in partnering with LTAC in the future on arts, culture and tourism.

Old Business

1. LTAC discussed the options available to them through ARPA funding in support of travel/tourism/hospitality. Staff took notes and will be researching and reporting back to LTAC at March's meeting.

Reports from Staff

1. Staff reported that LTAC has been asked to partner with Woodinville Wine Country's (WWC) St. Pat's Wine Walk Weekend scheduled for March 12/13. WWC will offer a \$15.00 discount

on tickets to the event when booking a one- or two-night stay at a participating Bothell hotel. LTAC was excited by this offer and staff will work with WWC to coordinate logistics.

2. Parks Director, Nik Stroup, announced that the Recreation and Community Event Coordinator position has been filled and Blaine Land begins March 16. Blaine comes to Bothell from Arizona where she was a Lifestyle Director coordinating events for a large neighborhood association. Blaine has a degree from Central Washington University in Recreation and Tourism Management and a minor in Program Development and Event Planning.

Reports from Members

There were no other reports, and no recommendations for topics to include to next month's agenda.

LTAC's next meeting is March 15, 2022.

Adjournment

LTAC was unable to adjourn due to technical difficulties.

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