

Attachment A

City of Bothell

Lodging Tax Advisory Committee (LTAC) Meeting Notes

March 15, 2022

The remote meeting began at 10:05 am.

Roll Call

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

Excused: Laura Lilley

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

Approval of Agenda

Lalley moved to accept the March 15 Agenda. Pipinich seconded. Motion passed unanimously.

Public Comment

There were no public comments.

Special Presentation

1. Senior Management Analyst, Aurora Belli, provided an update on the American Rescue Plan Act (ARPA) guidelines. She recommended LTAC focus their request for funding by responding to the negative impact of COVID on the travel/tourism/hospitality industry. She also mentioned that one of the areas LTAC is currently considering, funding the new location for the visitor center, may not be an eligible use of ARPA funding.

New Business Items

1. Caldwell moved to approve the February 15, 2022 Minutes. Pipinich seconded. Motion passed unanimously.

Old Business

1. LTAC discussed the options available for travel/tourism/hospitality using ARPA funding. Staff divided the “wishing well” items LTAC imagined at February’s meeting into two buckets. The first bucket consists of items achievable through LTAC’s regular program of work. The second bucket consists of ideas involving beautification of downtown such as adding LED white lights to the Bothell bridge. These items are not eligible for ARPA funding so LTAC requested that staff forward these ideas for Council consideration during their 2023/2024 budget deliberations. The following motions were then made:
 1. Lalley moved to approve the Epsilon Conversent marketing request of \$86,225 and \$19,375 for marketing the new gaming series. Caldwell seconded. Motion passed unanimously;
 2. Caldwell moved to approve the series of weekend long gaming events in the amount of \$75,000. Pipinich seconded. Motion passed unanimously;

3. Lalley moved to approve \$56,400 for the new Visitor Center pending staff's research of eligible ARPA funding. Pham seconded. Motion passed with four votes in favor and Caldwell abstaining.

Reports from Staff

1. Staff provided an update on Snohomish County's tourism program. The PPP is attached.

Reports from Members

Caldwell requested staff research the tax on AirBnB and VRBO and whether it's collected on Bothell rentals.

Caldwell announced the Block Party and Brewfest is scheduled for May 21. Staff will reach out to UW Bothell for updates to the contract awarded in 2020 and postponed due to COVID-19.

Adjournment

Pipinich moved to adjourn. Caldwell seconded. Motion passed Unanimously. The meeting ended at 11:50am.

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