

## **Attachment A**

### **City of Bothell**

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

May 18, 2021

The remote meeting began at 10:08 am.

#### **Roll Call**

PRESENT: Deputy Mayor Zornes, Chair; Shawna Pitts, Brittany Caldwell, Joellen Kurtz, Nancy Pipinich, Cathy Lalley, Laura Lilley

STAFF: DeNae McGee, Tourism Manager; Nik Stroup, Parks and Recreation Director; Shelby Krogh, Volunteer and Special Events Coordinator.

#### **Approval of Agenda**

Lalley moved to accept the May Agenda. Pitts 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 March 16 Minutes. Lilley seconded. Passed unanimously.
2. Staff reported that due to the success of Sip and Stay, Woodinville Wine Country (WWC) is amenable to providing additional passports at no additional cost. WWC values its relationship with LTAC and Bothell hotels and wants to support this program of work. LTAC also values the relationship and is extremely thankful to WWC and their ongoing support and requested Staff convey this thought to them. Pitts and Kurtz suggested the two hotels that have sold out market the next round of passports as value added rather than discounted. The example given is placing the offer on premium rooms, not standard rooms.
3. Joellen Kurtz, GM of Residence Inn, has accepted a new position in the hospitality field near Boston, Ma. LTAC thanked Kurtz for dedicating time to LTAC and wishes her the very best.

#### **Reports from Staff**

1. Krogh provided an update on the outlook for special events this summer as it relates to Governor Inslee's phased approach to openings. LTAC asked questions about potential events such as Tree Lighting and the feasibility of that occurring this year. Staff is happy to work with any and all event coordinators to discuss planning and other means for making an event take place within the current restrictions in place due to COVID-19.

2. Staff reported on the final year-end budget of 2020 and the 2021 beginning fund balance. A conservative approach to spending is in place while continuing to maximize marketing and advertising to drive visitors to Bothell.
3. Chair Zornes and Staff reported on the presentation to Council of the 2019 Conversion Study by LTAC's marketing consultant, Ralph Thompson, Executive Director of Travel and Tourism at Streetsense Consulting. Chair Zornes commented on the number of questions generated by Council, and staff appreciated Zornes' comment from the dais thanking the Streetsense team for their cooperation in adjusting the 2020/2021 contract to reflect LTAC's budget constraints due to Covid-19. Staff felt Thompson presented well considering the large amount of data and limited time available to report on the findings.

### **Reports of Committee Members**

1. Pipinich inquired about Main Street closure and Caldwell mentioned the roundtable discussion the Chamber is hosting in June for input from the business community as Council considers the duration of the Main Street closure. The closure is currently extended through October and Council welcomes input from both businesses and residents of Bothell.
2. Lalley reported that business is picking up for John Howie restaurants especially catered events such as auctions and weddings.
3. Caldwell announced that the Chamber has additional PPE products for businesses.
4. LTAC agreed to reconvene in July.

### **Adjournment**

Pitts moved to adjourn the meeting; Lilley seconded. Passed unanimously. The meeting adjourned at 11:30 am.



