

Attachment A

City of Bothell

Lodging Tax Advisory Committee (LTAC) Meeting Notes

July 20, 2021

The remote meeting began at 10:06 am.

Roll Call

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

Excused: Laura Lilley

STAFF: DeNae McGee, Tourism Manager

Approval of Agenda

Pitts moved to accept the July Agenda. Caldwell seconded. Passed unanimously.

Public Comment

There were no public comments.

Special Presentation

There were no special presentations.

New Business Items

1. Pitts moved to approve the May 18 Minutes. Pipinich seconded. Passed unanimously.
2. Staff reported that the Check In Challenge offer will deploy soon. People sign up and get rewarded for their visit by checking in at participating locations - the more locations you check in at, the closer you are eligible to win prizes.

Old Business

1. Roughly 300 Sip and Stay passes have been delivered to participating hotels beginning January 1 through July 19, 2021. Of that, 182 participants have signed up by checking into a hotel and activating the pass. Of the 182 that have signed up, 136 are active and 46 are unused. The remaining passes are either reservations occurring after July 19 or passes that are still available through the Sip and Stay program. Additional analytics:

157 or 88% from WA

6 or 3.4% from Florida

4 or 2.2% from Colorado

4 or 2.2% Ca

3 or 1.7% from Oregon

2 or 1.1% Montana

1 or .6% each for Tennessee and New York

Analytics from Other 2021 Active Passes

Beers and Gears - 140 active users

Wine and Dine – 37 active users

Gal Pal Getaway – 10 active users

Bothell CARES – 55 active users

Reports from Staff

1. Staff reported that the City will receive COVID recovery funds from the federal government. The American Rescue Plan provides disbursement to eligible programs of work hit hard by the pandemic. One eligible use is economic development tied to travel and tourism. Staff has submitted a request for LTAC lost revenue. The City is currently in the process of hiring a limited term position to oversee and administer the program.

Reports of Committee Members

1. Staff will research and report back to LTAC regarding the rumor the legislature has passed into law a loosening of the use of hotel/motel tax dollars.
2. Pitts will meet with staff to discuss the 2022 contract with Streetsense Consulting. LTAC would like to continue that contract through 2022 and will later consider opening the contract to other marketing agencies specializing in travel and tourism.
3. Pipinich announced the Outdoor Market is on hold due to COVID; however, the Tree Lighting Ceremony will take place on Saturday, December 4 and a Holiday Market will again be a featured component of the event.
4. Staff will confirm the ExploreBothell banners along 522 have been removed.
5. The Chamber's Wine, Beer, and Spirits Walk takes place over the weekend and Caldwell is happy to report the event is sold out and the event has been extended to include businesses along Bothell Way.

Adjournment

Pitts moved to adjourn the meeting; Lalley seconded. Passed unanimously. The meeting adjourned at 11:20 am.