

## **Attachment A**

### **City of Bothell**

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

May 17, 2022

The remote meeting began at 10:01 am.

#### **Roll Call**

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

Excused: Brittany Caldwell, Quynh Pham

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

#### **Approval of Agenda**

Pipinich moved to accept the May 17 Agenda. Lalley seconded. Motion passed unanimously.

#### **Public Comment**

There were no public comments.

#### **Special Presentation**

There were no public comments.

#### **New Business Items**

1. Lalley moved to approve the March 15, 2022 Minutes. Lilley seconded. Motion passed unanimously.
2. Staff reported that the Governors Proclamation for OPMA is set to expire June 1. Bothell City Council also has a proclamation for OPMA and will be discussing their plans for council/board/commission meetings moving forward at their meeting tonight. Staff is working on a hybrid meeting format so citizens can be present in person regardless if LTAC continues meeting remotely.
3. Discussion on the Main Street planter boxes occurred. History was provided for context and LTAC discussed using hotel/motel tax funds to fund the maintenance of the flower boxes during the months of April through September. No vote was taken; further discussion will take place on this topic at the Council level.

#### **Old Business**

1. Staff announced that Council adopted LTAC's request for ARPA funding in the amount of \$240,000 which includes the following:

Epsilon Conversant Marketing - \$86,225

Series of game board weekend events-\$75,000, and marketing - \$19,375

Relocation of Visitor Center - \$59,400

The Chamber will be required to enter into a five-year lease agreement and is therefore requesting LTAC commit five years of hotel/motel tax support beyond the normal funding of \$30,000 and the

ARPA funding of \$59,400 beginning in 2024 in the amount of \$71,400; \$72,400 in 2025; \$74,400 in 2026; and \$76,400 in 2027.

Lilley moved to commit the above amounts of hotel/motel tax funds for five-years beginning in 2024. Motion seconded by Lalley. Motion passes unanimously.

### **Reports from Staff**

1. Sip and Stay analytics consist of the following:
  - \$7500 contract for 75 Woodinville Wine Country Passports
  - WWC gifts an additional 125; total of 200 passports
  - 209 room nights occurred
  - 42% from 50+ miles away (drive market)
  - States where participants came from include: Florida, South Carolina, New York, Arkansas, Kansas, California, Oregon, Colorado and Nevada
2. Staff gave an update on social/blog calendar listings for the month of May. Editorial calendar attached
3. Staff confirmed that AirBnB and VRBO collects a hotel/motel tax on Bothell rentals
4. Woodinville Wine Country is highlighting Bothell hotels for their Rose all May activities; microsite work for Bothell on the Seattle Northcountry website continues has begun and assets are being developed that will link back to the Begin at Bothell website.
5. There is an opening for a hotelier on LTAC. The job will be posted soon and there is an interested General Manager from a Bothell hotel that's interested in applying.

### **Reports from Members**

There were no general comments or reports.

LTAC opted to not meet in June; meet in July; not meet in August; meet in September.

### **Adjournment**

Lalley moved to adjourn. Lilley seconded. Motion passed Unanimously. The meeting ended at 11:31am.

