



LODGING TAX ADVISORY COMMITTEE

MINUTES
November 8, 2012
City Hall – Executive Conference Room
1:00 P.M.

CALL TO ORDER – ROLL CALL

Chair Raines called the meeting to order at 1:00 p.m.

Committee Members Present:

Jason Raines, City Council and Committee Chair
Gerald Roy, (Tax Utilizing Agency)
Bill Flower, (Tax Utilizing Agency)
Peggy Beeler, (Lodging Business)
Tom Denlea, (Lodging Business)

City Staff Present:

Delilah Saenz, City Clerk/Executive Assistant

Visitors Present:

Eric Platzek, Best Western
Laura Gjovaag (DSN)

COMMITTEE CONSENSUS: Approval of the March 22, 2012 LTAC minutes.

1. ACTIVE AGENDA:

A. Review and discuss Committee authority and duties as provided by SMC 2.50 and RCW 67.28.1817.

Chairman Raines discussed/reviewed the authority to the committee as provided by the Sunnyside Municipal Code and the Revised Code of Washington.

B. 2013 Proposals

The following is the recommendation made by the committee to the City Council:

Sunnyside Chamber of Commerce / Visitor Information Center \$30,000

Pole Decorations for Sunnyside \$10,000

Cinco de Mayo \$18,000

Sunnyside's 25th Annual Lighted Farm Implement Parade \$7,000

Miss Sunnyside Community Float \$6,000

Sunshine Days \$5,000

Regional Tourism Marketing (YVVCB) up to \$3,000

Total of LTAC Recommendation: \$79,000

The consensus of the committee is that with additional documentation, a recommendation for additional funding may be justified for some of these proposals.

In addition, it is suggested that the following information be provided for City Council to review before granting funding for this year:

Chamber of Commerce: to provide a copy of the marketing plan mentioned in their proposal, with a breakdown of marketing/promotion budget items to show which markets are being tapped. Additional information of ad buys and response rates would be helpful, especially as it relates to "heads in beds." Updates to the Chamber website can also be briefed to Council.

Pole Decorations: the consensus of the committee is that greater involvement from community business organizations is needed. It is suggested that sponsorship of decorations could possibly be obtained from fruit growers, farm implement dealers, ranchers, dairies, and/or the business associations that represent these interests. The proposal as submitted is 100% government funded; committee consensus is that this should be a public/private partnership to stretch tourism development dollars further.

In addition, the power utility may be willing to contribute to the cost, or provide grants for the purchase of energy efficient lighting (LEDs for example). These types of attempts should be documented for the committee and council when making the funding request.

A map, picture, or diagram of pole locations where these proposed decorations will be placed would also be appreciated.

Cinco de Mayo: Consensus of the committee is that the Chamber of Commerce should provide additional information to Council on marketing and promotion efforts for this event. Listing of where advertising dollars are spent should be provided. This should detail what markets advertising and promotion are being done in, and also what newspapers, radio, or other media are being used.

Lighted Farm Implement Parade: it is suggested that the Chamber provide a breakdown of how the marketing/promotion dollars are to be spent. In addition, \$3,000 is requested for "other activities." An explanation of what "other activities" means should be provided before funds are appropriated.

Miss Sunnyside Community Float: Members of the committee were split on the value of "goodwill" in considering this request. However, it is the consensus of the committee that Council should provide funding for this proposal. For future years,

the committee desires to see more documentation of how many people in our tourist market will see the float during the year, and how many visit the city as a result.

Sunshine Days: the committee consensus is to see a breakdown of marketing/promotion costs; a breakdown of administration costs (with an explanation for the necessity of these charges for the event), and an explanation of where the "other activities" funds will be spent.

Regional Tourism Marketing: Consensus: The Yakima Valley Visitors and Convention Bureau should provide evidence that Sunnyside LTAC funds will be spent in a way that yields a return to the City. Internet advertising and other media buys through this organization need to result in visitors to Sunnyside, not just the region in general. Evidence of this effectiveness in communities outside of Yakima should be submitted for Council consideration. If deemed practical, the committee recommends spending up to \$3,000 with an evaluation of its effectiveness at the end of the year.

C. Schedule Next Meeting

The next meeting of LTAC will consist in part of a time to discuss "Vision" as well as the application and evaluation process for proposals submitted to the City. The date and time of the meeting is to be determined.

2. GOOD OF THE ORDER

3. **ADJOURNMENT.** There being no further business to come before the Committee, Chairman Raines adjourned the meeting at 4:23 p.m.

Respectfully Submitted,

Delilah Saenz
Executive Assistant to the City Manager
City Clerk