



## LODGING TAX ADVISORY COMMITTEE

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MINUTES  
March 22, 2012  
City Hall – Executive Conference Room  
2:00 P.M.

### **CALL TO ORDER – ROLL CALL**

Chair Vlieger called the meeting to order at 2:00 p.m.

#### Committee Members Present:

Don Vlieger, 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:

John Saras  
Aaron Guerra  
Joey Castilleja  
Jennie McGhan (DSN)

### **INTRODUCTIONS**

#### **1. ACTIVE AGENDA:**

##### A. Maintenance/Improvements at the Museum

Mr. Saras reported the museum is very run down. Mr. Saras reported it was his understanding the agreement between the city and the museum board was the city was to maintain inside the facility and the board to maintain the outside.

Mr. Saras reported the restrooms are not ADA accessible, since the museum was built in 1906. He also reported the outside of the building needs to be painted.

Ms. Beeler stated the board needed to keep in mind this needed to meet the Heads in Beds criteria.

Mr. Roy asked if it would be possible to complete half the work in 2012, then allocate funding each year to continue down the list of maintenance items at the museum.

Ms. Beeler stated board should research the legalities of funding this item and the city should maintain the building – stated the museum needs to be in good shape in order to attract Heads in Beds.

Chairman Vlieger stated the City Council is entrusted with the allocation of funds.

Guest, Mr. Guerra, asked if an entry fee could be implemented. Mr. Saras stated more funds are received if they request donations.

**BOARD CONSENSUS:** postpone agenda item and return with cost to complete ADA ramp into museum and ADA accessible restroom.

Due to some members arriving late, the order of the agenda was moved (Item D, B, C, E).

#### D. Metal Silhouettes – S. 1<sup>st</sup> St. Landscaping

Mr. Guerra announced he is working on getting some metal silhouettes placed at the entryway of Exit 67. DOT estimated that 120,000 used this entryway in 2009.

Mr. Guerra's hope is to have people stop by to look at the silhouettes which will end at the kiosk. Once at the kiosk, visitors will be able to see what other attractions are available in the city and go to the other businesses.

Mr. Guerra stated the artist is willing to donate the sculpture of the metal is provided. He stated that Tolman Electric has offered to donate electrical work to ensure all sculptures are lighted and he would like to utilize the high school welding shop to assist with this project.

Mr. Guerra estimated a six week project would cost approximately \$11,000 while a nine week project would cost approximately \$16,000. (one phase is about 3 weeks)

The artist requires lodging, food and gas be paid for and requests 35% down before starting the project.

Ms. Beeler stated Mr. Guerra did a great job in gathering donations and asked if the project could be split. Mr. Guerra stated he would look into that.

Board members requested to have a guideline of uses of the funds to determine if this project would be an allowable use of the funds.

**BOARD CONSENSUS:** postpone agenda item and return with an RFP for this project.

#### B. Bonnie Dunbar Marquette – table model

Mr. Flower stated the table model would complete the collection of bronze table models at the museum.

Mr. Flower also stated that Ms. Bonnie Dunbar is very supportive of the City of Sunnyside.

Mr. Tom Denlea asked if Ms. Dunbar would contribute to this; Mr. Saras added that Ms. Dunbar attended Sunnyside High School.

Mr. Denlea moved to approve the purchase of the Bonnie Dunbar table model, seconded by Ms. Beeler. Motion carried with 5 yes and 0 no votes.

### C. Sunnyside Chamber of Commerce

Due to the number of items requested, the board decided to go through each item individually.

#### 1. Rack Cards \$2,100

Mr. Flower stated Ray Morrow does good work – asked what the cost of the rack cards could be - \$10,000. Mr. Roy stated these would be mailed out to hotels, Yakima Valley Visitors and Convention Bureau and other distributors.

**BOARD CONSENSUS:** postpone item and return with RFP and sample

#### 2. Trade Mark Farm Implement Parade \$7,000

**BOARD CONSENSUS:** postpone item and return with RFP to include what the \$7,000 covers (Board would like to ensure amount funded will be sufficient to cover all costs associated with the Trade Mark)

#### 3. 12 New Snowflakes (for light poles) \$8,000

Mr. Roy stated Pam Turner contacted approximately 10 vendors and said the snowflakes are very expensive.

Mr. Denlea asked the board their thoughts on having lighted farm implements in lieu of snowflakes; board agreed.

Mr. Roy stated he would come back to the committee with different designs and costs; Ms. Beeler stated she needed to see specifics.

**BOARD CONSENSUS:** postpone item and return with RFP (to include item #4 – Lighted Décor)

Mr. Denlea reminded Mr. Roy to have Pam Turner make contact with Sunset magazine to possibly have a layout for the 25<sup>th</sup> Annual Parade.

#### 4. Lighted Décor \$10,000 see above

#### 5. Sun Country Classic 100 Hole Golf Marathon \$30,000

Guest Mr. Guerra stated this event was scheduled to take place at Black Rock and a date had been chosen.

Board discussed if event was funded by LTAC, the following year the same amount of money would have to be used for the same event (create a separate line item in the budget)

Ms. Beeler stated \$20,000 could be seed money to start the event.

Chairman Vlieger put on the table \$25,000 funding of event, and to have a separate line item for event, if there was a profit, \$25,000 would be used the following year.

Mr. Denlea put on the table \$15,000 funding of event.

Ms. Beeler moved to fund the event \$20,000; seconded by Mr. Flower. Motion carried with 4 yes and 1 no vote.

YES – Vlieger, Beeler, Roy, Flower

NO – Denlea

Board agreed this event could potentially benefit a lot of other businesses (food/gas).

**E. Signage – Visitor Kiosk & Visitor Information Center**

Ms. Saenz announced there was no information on this item. Will return to next meeting with costs for these items.

**2. GOOD OF THE ORDER**

Mr. Denlea stated he would like the board to review what their vision for Sunnyside is. Chairman Vlieger requested that item be placed on the next agenda.

**3. ADJOURNMENT.** There being no further business to come before the Committee, Chairman Vlieger adjourned the meeting at 3:50 p.m.

Respectfully Submitted,

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Delilah Saenz  
Executive Assistant to the City Manager  
City Clerk