

**LODGING TAX ADVISORY COMMITTEE MEETING**  
**Meeting Minutes**  
**January 16, 2014 – 2:00 PM**

**City Hall – Executive Conference Room**  
**818 E. Edison Ave., Sunnyside, Washington**

**CALL TO ORDER – ROLL CALL**

Chair Guerrero called the meeting to order at 2:03 p.m.

**Committee Members Present:**

Francisco Guerrero, City Council and Committee Chair  
Teri Alvarez-Ziegler, (Tax Utilizing Agency)  
Bill Flower, (Tax Utilizing Agency)  
Martin Beeler, (Lodging Business)  
Tom Denlea, (Lodging Business)

**City Staff Present:**

Delilah Saenz, City Clerk/Executive Assistant  
Don Day, City Manager  
David Layden, Finance Director

**Visitors Present:**

Sherry Boob, Miss Sunnyside Committee

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

**1. ACTIVE AGENDA:**

A. Approve minutes from the November 8, 2012 meeting.

Mr. Flower moved to approve the minutes of the November 8, 2012 meeting; seconded by Mr. Beeler. Without objection, minutes were approved.

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

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

C. Review and discuss uses of lodging tax funds per RCW 67.28.18.16.

Mr. Layden advised the committee the funds are to be used for tourism related items only; not for use on general operations or economic development.

Mr. Layden continued by stating the auditors have advised that all expenses should be reviewed to ensure they are tourism related.

Mr. Day added these funds are generated by hotels, motels, bed & breakfasts, etc. and are to be used in such a way that will attract tourists to Sunnyside to spend the night.

(Note: At 2:10 pm, Mr. Flower indicated he needed to leave.)

D. Review and discuss 2014 Proposals

1. Sunnyside Chamber of Commerce/Visitor Information

Ms. Alvarez-Ziegler indicated the Chamber has evolved more into tourism stating the website and Facebook pages feature events and hotels in Sunnyside.

Mr. Denlea stated he feels there needs to be sufficient documentation. Mr. Beeler also indicated he would like to see more clarification as to where things are being promoted.

Mr. Denlea suggested possibly contracting with an individual to represent the City for tourism. Chair Guerrero stated this is something that can possibly change in the future and should contact other cities to see how it has worked for them.

Mr. Beeler stated he would like to see this held for additional information. Ms. Alvarez-Zieger stated she agrees more information is necessary, however would like to see some funding recommended.

Mr. Denlea suggested recommending \$25,000; Ms. Alvarez-Ziegler recommended \$30,000. Chair Guerrero stated he agreed with \$30,000 pending additional details. Some details needed are how much time is spent on business versus tourism, how many room nights are there with the events, where is the advertising done, how much money is spent.

Mr. Layden suggested having a form/questionnaire at the hotels/motels and at the event to try and find out some of these answers.

Mr. Denlea moved to recommend \$25,000 funding with the possibility of additional funding upon receipt of a scope of work and details on the return on investment; seconded by Mr. Beeler. Motion was defeated by 2/2 vote (Alvarez-Ziegler, Guerrero against motion).

**Mr. Beeler moved to recommend \$30,000 funding with the possibility of additional funding upon receipt of scope of work and details on the return on investment; seconded by Ms. Alvarez-Ziegler. Motion carried with 3 yes votes and 1 no vote (Denlea against motion).**

Mr. Denlea stated he would like to see a vision planning session - - - Chair Guerrero stated this will be scheduled for a quarterly meeting to be held by the committee.

2. Cinco de Mayo

Hold until next meeting

3. Miss Sunnyside Community Float

Ms. Alvarez-Ziegler stated the funds received for the float are used solely for the construction of the float. The float travels all over the state and is included on several city websites. Courts (such as Marysville, Wenatchee and Spokane, as well as judges) also stay in local hotels.

Mr. Beeler asked how the float is built - - if anyone is paid. Ms. Boob indicated it is built with only volunteers (parents, students, etc.).

Mr. Denlea stated it is fine advertisement; however he believes it is more civic pride than tourism.

Ms. Alvarez-Ziegler indicated flyers which include all the major city events are handed out at all the parades and are also featured on the float (see handout in RFP).

Ms. Alvarez-Ziegler moved to recommend same funding for float as last year, \$7,600; seconded by Chair Guerrero. Motion was defeated by 2/2 vote (Denlea, Beeler against motion).

**Mr. Beeler moved to recommend \$6,500 in funding; seconded by Chair Guerrero. Motion carried with 3 yes votes and 1 no vote (Denlea against motion).**

4. Tourism Development Training with Roger Brooks

Hold until next meeting

5. Marketing 2+ Bocce Ball Tournaments

**Mr. Beeler moved to recommend \$1,000 and see how the program does this year; seconded by Mr. Denlea. Motion carried with 3 yes and 1 no vote (Alvarez-Ziegler against motion).**

Due to the coordination of the 5 de Mayo event taking place in the near future, it was recommended to review that proposal to receive a recommendation on funding.

Chair Guerrero stated this event is a very well-choreographed event.

Mr. Denlea stated this is a great event and would like to see the Battle of Puebla reenacted - - believes this would attract more people to the event.

**Mr. Denlea moved to recommend the full \$20,000 in funding; seconded by Mr. Beeler. Motion carried with 4 yes and 0 no votes.**

Mr. Denlea added that by receiving full funding, he would like to see additional events included during 5 de Mayo.

**Total of LTAC Recommendation: \$57,500**

E. Create 2014 Meeting Schedule

1. Second half of proposals
2. Modify/Adjust Evaluation Form
3. Yearend Project Review

Due to time constraints, the committee only scheduled a date and time for the next meeting and will leave the remaining items for the next meeting. The next meeting of LTAC will mainly consist of reviewing remaining proposals. Committee decided to meet on Tuesday, February 4, 2014 at 3:00 PM.

**2. ADJOURNMENT.** There being no further business to come before the Committee, Chair Guerrero adjourned the meeting at 3:39 PM.

Respectfully Submitted,

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Delilah Saenz, CMC, City Clerk