

LODGING TAX ADVISORY COMMITTEE MEETING
Meeting Minutes
February 4, 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 3:05 p.m.

Committee Member(s) Present:

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

Committee Member(s) Absent:

Bill Flower, (Tax Utilizing Agency)

City Staff Present:

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

Media Present:

Laura Gjovaag, Daily Sun News

Visitors Present:

Greg Schlieve
John Nyboer
Eric Placzek
Pam Turner

1. ACTIVE AGENDA:

- A. Approve minutes from the January 16, 2014 meeting.

Chairman Guerrero reported the minutes from the January 16th meeting as well as the minutes from this meeting would be approved/considered at the next meeting.

- B. Recap on City Council's funding decisions.

Chairman Guerrero announced to the committee that the City Council had approved \$7,600 for Miss Sunnyside Committee, \$20,000 for 5 de Mayo and \$38,000 for the Chamber of Commerce/Visitor Information Center.

- C. Review and discuss 2014 proposals

1. Best Western Bocce Ball Tournament(s)

Chairman Guerrero stated the City Council returned the Best Western's Bocce Ball Tournament request for funding due to the application not being complete. Mr. Placzek indicated he anticipates approximately 20 heads in beds and the funding would be used for marketing/promoting the event.

Mr. Beeler moved to return to City Council with the additional information provided at the same dollar amount of \$1,000; seconded by Mr. Denlea.

Motion carried with 3 yes and 1 no votes (Alvarez-Ziegler against motion).

2. Tourism Development Training w/Roger Brooks

Mr. Placzek indicated Roger Brooks creates marketing plans for communities throughout the country. This would be to lay the foundation for a long-term goal of more heads in beds.

Mr. Denlea moved to approve the full request of \$540; seconded by Mr. Beeler.

Motion carried with 4 yes and 0 no votes.

3. Northwest Nitro Nationals

Mr. Nyboer stated people from all over the country attend this nationally sanctioned event. He indicated in order to get the tourists to stay in Sunnyside, they will receive a flyer with available amenities in Sunnyside to direct them to the City of Sunnyside.

Mr. Nyboer indicated there are 460 acres available for this event and it's the longest hill in the series. He stated the funding would be used for TV ads, radio ads, banners and various other advertisements to promote the event.

Mr. Beeler moved to forward to City Council with a recommendation of \$10,000 of funding for advertising; seconded by Ms. Alvarez-Ziegler.

Motion carried with 3 yes and 1 no votes (Denlea against motion).

4. Jerry Taylor Veteran's Plaza

Mr. Schlieve indicated the funding would be used for surface lighting. Currently there is one event held at the plaza, however Mr. Schlieve would like to expand to about five events. He will work with Mr. Denlea to expand the events to make them more than one day events to encourage people to stay in Sunnyside.

Mr. Denlea moved to recommend \$5,000 of funding towards the plaza; seconded by Ms. Alvarez-Ziegler.

Motion carried with 3 yes and 1 no votes (Beeler against motion).

5. Pepper Festival

Mr. Denlea stated he would like to see Mr. Guerrero host this event as he did in the past. Ms. Turner stated she didn't think that was something he was interested in anymore.

Ms. Alvarez-Ziegler moved to recommend \$2,500 in funding for the event; seconded by Mr. Denlea.

Motion carried with 4 yes and 0 no votes.

6. Sunshine Days

Chairman Guerrero suggested to Ms. Turner (as well as everyone else hosting events funded through LTAC) to send emails out to hotels to see if they can monitor how many heads in beds they have due to their event.

Mr. Denlea moved to recommend \$7,500 of funding for the Sunshine Days event; seconded by Ms. Alvarez-Ziegler.

Motion carried with 4 yes and 0 no votes.

7. Lighted Farm Implement Parade

Mr. Denlea asked what the status on the trademark is. Ms. Turner stated she hadn't done a lot on it, but would start working with Mayor Restucci on it

Mr. Beeler asked if there has been any thought to expand this to a multi-day event. Ms. Turner stated yes, however she needs more volunteers and facilities.

Mr. Beeler moved to recommend \$10,000 of funding for this event; seconded by Ms. Alvarez-Ziegler.

Motion carried with 3 yes and 1 no votes (Denlea against motion).

8. Hot Chocolate Recipe Contest

Mr. Denlea stated it doesn't matter where this event takes place, he would just like it to happen. He would like to promote by sending out flyers and internet support. He indicated there were 8 contestants and about 50 tasters in 2013.

Mr. Beeler moved to recommend \$1,000 of funding for this event; seconded by Mr. Denlea.

Motion carried with 4 yes and 0 no votes.

9. SASA/Unlock Your Dreams

The committee reviewed and determined the events described in the RFP had already taken place and therefore, did not recommend providing funding for this item. Should a new event come up, the committee would be glad to review it.

Total of LTAC Recommendations (Part 2): \$37,540

- D. Create 2014 Meeting Schedule
 - 1. Quarterly Meetings (March, June, September, December)
 - 2. Proposal Review Meeting(s)
 - a. RFP out in September, due beginning of October
 - b. Meeting to review proposals (October 2014)

Due to time constraints, the committee only discussed when the next meeting would be held. By committee consensus, the next meeting will be held on Thursday, March 20, 2014.

- E. Future Agenda Items
 - 1. Review remainder of applications, if any
 - 2. Modify RFP Application (to include dates of event)
 - 3. Modify Reporting Requirements
 - 4. Review Year-end Reports
 - 5. Vision of Lodging Tax Advisory Committee

Mr. Denlea requested the Council's vision be added to the list of future agenda items.

2. ADJOURNMENT. There being no further business to come before the Committee, Chair Guerrero adjourned the meeting at 5:14 PM.

Respectfully Submitted,

Delilah Saenz, CMC, City Clerk