

**LODGING TAX ADVISORY COMMITTEE MEETING**  
**Meeting Minutes**  
**March 27, 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 3:00 p.m.

**Committee Member(s) 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)

**Committee Member(s) Absent:**

none

**City Staff Present:**

Delilah Saenz, City Clerk/Executive Assistant

**Media Present:**

Laura Gjovaag, Daily Sun News

**Visitors Present:**

Eric Placzek, Best Western

**1. ACTIVE AGENDA:**

**A. Minutes**

1. Approve minutes from the January 16, 2014 meeting.

Mr. Flower moved to approve the minutes from the January 16<sup>th</sup> meeting; seconded by Mr. Beeler. Motion carried with 5 yes and 0 no votes.

2. Approve minutes from the February 4, 2014 meeting.

Mr. Denlea moved to approve the minutes from the February 4<sup>th</sup> meeting; seconded by Mr. Beeler. Motion carried with 5 yes and 0 no votes.

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

Chairman Guerrero announced to the committee that the City Council had approved the recommended amounts for all items except for the Jerry Taylor Veteran's Plaza in which the City Council approved the full amount requested of \$10,000. The total approved LTAC funds for 2014 is \$108,140.

**C. Vision of Lodging Tax Advisory Committee**

1. Where we are and where would we like to go

Mr. Denlea suggested the group create short term, intermediate term and long term projects.

**CONSENSUS – TO DO:** Members will email Delilah with their interpretations of what qualifies as a short term, intermediate term and long term project to discuss at the next meeting.

**D. Review/Discuss RFP form**

1. How/where to add in additional details
2. Add in Date of Event/Conflict with other events

### 3. Modify Evaluation form

The committee agreed to add the following information on the application:

- Whether or not the project meets the vision of LTAC
- Date of event (if known)
- Conflict with another event (if known)
- Compliment with another event (if known)
- Add in whether it's a short term, intermediate term or longer term project
- Add in required information regarding heads in beds (add in bullet points)
- Add language that vague proposals will be discarded, responses must be specific
- Under expenses, remove the lodging funds and other funds and only keep total column
- On EVALUATION FORM change City to Community on question 1

### E. Modify Reporting Requirements

Committee agreed to modify the "Addendum A" form to make it more of a "Post Event Follow-up" form and add the following:

- What would you do the same during your event?
- What would you change about your event?
- Modify attendance requirements to include:
  - # of people staying overnight in paid accommodations
  - # of people staying overnight in unpaid accommodations and traveling more than 50 miles
  - # of people staying the day and traveling more than 50 miles

### F. Year End Project Review

1. What does the Committee want to see from agencies funded?

Due to time constraints, this item moved to the next meeting.

The Committee agreed to meet again on June 19<sup>th</sup> at 3:00 pm.

**2. ADJOURNMENT.** There being no further business to come before the Committee, Chair Guerrero adjourned the meeting at 4:06 PM.

Respectfully Submitted,

---

Delilah Saenz, CMC, City Clerk