

**LODGING TAX ADVISORY COMMITTEE MEETING**  
**Special Meeting Minutes**  
**July 17, 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

Media Present:

Laura Gjovaag, Daily Sun News  
Pam Turner, Executive Director – Sunnyside Chamber of Commerce

**1. ACTIVE AGENDA:**

A. Minutes

1. Approve minutes from the June 19, 2014 meeting.

Mr. Beeler moved to approve the minutes from the June 19<sup>th</sup> meeting; seconded by Ms. Alvarez-Ziegler. Motion carried with 4 yes and 0 no votes.

B. Review Chamber Request for Additional Funding

Chairman Guerrero allowed committee members to review the letter provided by Ms. Turner for the remainder of the requested funding (\$7,000).

Ms. Turner indicated she now has a form for all parade entries and event vendors to complete which will enable her to find out where they are coming from and whether or not they will be staying in paid accommodations or not, including other valuable information. She has also created an Upcoming Events flyer, an Annual Events flyer and has modified the membership application and is actively handing them out to encourage more memberships.

Mr. Denlea would like to see better measures to track referrals. Another member mentioned possibly providing additional signage to hotels, motels and RV sites. Also mentioned was offering a “CODE” that the customer can mention to receive a discount off their stay.

Ms. Alvarez-Ziegler stated the Chamber is actively trying to maintain the website because they are aware that is a very useful tool to attract business. She mentioned the Chamber is working on a lot of changes and requested they have some time to make those changes prior to reducing any funding.

Mr. Beeler moved to release the \$7,000 and would like to continue to see updates from the Chamber; seconded by Mr. Denlea. Motion carried with 4 yes and 0 no votes.

C. Receive Items from Committee Members

Committee members reviewed items for the next meeting and wanted to include Conceptual Ideas for Future of Chamber/Tourism facility.

**2. ADJOURNMENT.** There being no further business to come before the Committee, Chairman Guerrero adjourned the meeting at 4:05 PM.

Respectfully Submitted,

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Delilah Saenz, CMC, City Clerk