

LODGING TAX ADVISORY COMMITTEE MEETING
Meeting Minutes
October 23, 2014 – 3:00 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 3:01 p.m.

Committee Members Present:

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

City Staff Present:

Delilah Saenz, City Clerk/Executive Assistant
Don Day, City Manager

Visitors Present:

Pam Turner, Executive Director – Chamber of Commerce
John Nybor, Northwest Nitro Nationals
Stephanie Gangle, Yakima Valley Tourism
Jennie McGhan, Daily Sun News

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

1. ACTIVE AGENDA:

A. Approve minutes from the September 25, 2014 meeting.

Mr. Beeler moved to approve the minutes as presented; seconded by Mr. Denlea. Motion carried with 3 yes and 0 no votes.

B. Review and discuss 2015 RFP's

1. Yakima Valley Tourism Marketing Proposal

Ms. Gangle provided information to the committee regarding what would be included for each of the listed items presented.

Ms. Alvarez-Ziegler indicated she would like to see the \$9,095 funded.

Mr. Denlea indicated he would like to see \$5,095 funded, as did Mr. Beeler.

Mr. Denlea moved to recommend \$6,000 in funding to the Yakmia Valley Tourism; seconded by Mr. Beeler. Motion carried with 4 yes and 0 no votes.

(Note: Ms. Gangle will return and let group know what can be purchased for \$6,000)

2. Chamber of Commerce – Visitor Information Center

Mr. Denlea stated the committee needs to develop a scope of work for tourism prior to funding this item.

Ms. Alvarez-Ziegler moved to recommend \$47,000 in funding; receiving no second, motion died.

Mr. Denlea moved to recommend \$15,000 funding with a caveat of putting together a plan for an RFP; receiving no second, motion died.

3. Northwest Nitro Nationals

Mr. Nybor began by announcing his project received venue of year as well as promoters of the year. His group is looking at having more visitors this year as well as more advertisements, posters and TV programs.

Mr. Denlea moved to recommend \$10,000 in funding to the Northwest Nitro Nationals; seconded by Ms. Alvarez-Zieger. Motion carried with 4 yes and 0 no votes.

4. Chamber of Commerce – 5 de Mayo Event

Mr. Denlea moved to recommend \$10,000 in funding; receiving no second, motion died.

Mr. Beeler moved to recommend \$25,000 in funding for the Cinco de Mayo event; seconded by Ms. Alvarez-Ziegler. Motion carried with 3 yes and 1 no vote (Denlea against motion).

5. Chamber of Commerce – Sunshine Days

Committee indicated the Central Washington State Fair moved their dates back to their original dates, so Sunshine Days can go back to their original dates.

Ms. Turner indicated there hasn't been a lot of support for this event and has contemplated doing this event due to lack of participation.

Mr. Beeler moved to table this item until committee can hear what City Council's thoughts are on this event.

Ms. Alvarez-Ziegler asked Ms. Turner what cost would be to hold a one day event. Ms. Turner believed \$1,000 would be a rough estimate.

Mr. Beeler withdrew his motion.

Ms. Alvarez-Ziegler moved to recommend \$1,000 in funding for the Sunshine Days event; seconded by Mr. Denlea. Motion carried with 3 yes and 1 no vote (Beeler against motion).

6. Chamber of Commerce – Lighted Farm Implement Parade

Mr. Beeler moved to recommend \$10,000 in funding for the Lighted Farm Implement Parade; seconded by Ms. Alvarez-Ziegler. Motion carried with 4 yes and 0 no votes.

Total of LTAC Recommendations: \$52,000

C. Conceptual Idea for Future of Tourism

Hold this item until next meeting.

D. Schedule Date for Next Meeting

Wednesday, November 5th at 4:00 PM.

E. Items to Review/Discuss at Next Meeting

Item C from this meeting and potentially another RFP, if approved by City Council.

2. ADJOURNMENT. There being no further business to come before the Committee, Chair Guerrero adjourned the meeting at 4:23 PM.

Respectfully Submitted,

/s/ Delilah Saenz
Delilah Saenz, CMC, City Clerk