

LODGING TAX ADVISORY COMMITTEE MEETING
Meeting Minutes
November 5, 2014 – 4:00 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 4:01 p.m.

Committee Members Present:

Francisco Guerrero, City Council and Committee Chair
Teri Alvarez-Ziegler, (Tax Utilizing Agency) (arrived at 4:17 pm)
Martin Beeler, (Lodging Business)
Tom Denlea, (Lodging Business)

City Staff Present:

Delilah Saenz, City Clerk/Executive Assistant

Visitors Present:

Sherry Boob, Miss Sunnyside Committee
Tom Dolan, Miss Sunnyside Committee
Stephanie Gangle, Yakima Valley Tourism
Laura Gjovaag, Daily Sun News

1. ACTIVE AGENDA:

A. Approve minutes from the October 23, 2014 meeting.

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

B. Review and discuss 2015 RFP's

1. Yakima Valley Tourism Marketing Proposal - update

Ms. Gangle reviewed with committee members what the recommended \$6,000 proposal would include.

2. Miss Sunnyside Community Float

Ms. Boob relayed to committee members that if the reduced funding was recommended, the royalty/float would not be able to attend some parades such as Marysville, Leavenworth and Deer Park.

(Note: Ms. Alvarez-Ziegler arrived.)

Committee asked if the rental of the facility used to house the float during construction is covered through LTAC. Ms. Saenz will follow up with that.

Mr. Denlea recommended making the pageant multi-dimensional. Ms. Alvarez-Ziegler stated they were looking at hosting a royalty slumber party. Chair Guerrero also suggested a royalty fashion show.

Ms. Alvarez-Ziegler stated the Sunnyside float is featured on TV as well as many websites.

Mr. Beeler moved to recommend \$7,600 in funding for the Sunnyside Community Float; seconded by Ms. Alvarez-Ziegler. Motion carried with 3 yes and 1 no votes (Denlea against motion).

C. Update on Emails

Ms. Saenz reminded members to active their city email account and to work with IT, if interested, to set up receiving emails on their cell phone.

D. Tourism Promotion Area

Chair Guerrero discussed this item and received feedback from members. Mr. Denlea indicated you must have 60% of hotels/motels with over 40 units agree to this. Once that is done, a public hearing should be held, and then sent to City Council for approval. These funds could only be used for tourism promotion or marketing.

COMMITTEE CONSENSUS: Begin working on this and use a rate of \$0.75.

E. Conceptual Idea for Future of Tourism

Members reviewed a sample RFP provided by Mr. Denlea.

Mr. Denlea indicated this RFP would utilize funds from the Tourism Promotion Area as well as LTAC. He stated the committee would need to develop both short-term and long-term plans and find an entity to execute those plans by using a scope of work.

Ms. Alvarez-Ziegler stated the committee should first determine what responsibilities are the Chamber's versus LTAC.

Mr. Beeler stated there's only a short time to get this done for 2015; asked what happens if it doesn't work.

Committee agreed to hold another meeting to discuss this further.

F. Schedule Date for Next Meeting

Wednesday, December 10, 2014 @ 4:00 pm

G. Items to Review/Discuss at Next Meeting

1) Recap of 2015 funded projects; 2) Update on Tourism Promotion Area; 3) Continue discussion on Future of Tourism.

2. ADJOURNMENT. There being no further business to come before the Committee, Chair Guerrero adjourned the meeting at 5:24 PM.

Respectfully Submitted,

/s/ Delilah Saenz

Delilah Saenz, CMC, City Clerk