

**LODGING TAX ADVISORY COMMITTEE MEETING**  
**Meeting Minutes**  
**December 10, 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 4:02 p.m.

**Committee Member(s) Present:**

Francisco Guerrero, City Council and Committee Chair  
Teri Alvarez-Ziegler, (Tax Utilizing Agency) (arrived at 4:10 pm)  
Tom Dolan (Tax Utilizing Agency)  
Tom Denlea, (Lodging Business)

**Committee Member(s) Absent:**

Martin Beeler (Lodging Business)

**City Staff Present:**

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

**Visitors Present:**

Pam Turner, Executive Director – Chamber  
Theresa Hancock, Deputy Mayor/Chamber Board Member  
Laura Gjovaag, Daily Sun News

**1. ACTIVE AGENDA:**

A. Approve minutes from the November 5, 2014 meeting.

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

B. Recap of 2015 Funded Projects

Committee reviewed the list of approved projects and their dollar amounts.

C. Discuss Recommendation for Chamber Visitor Information

Ms. Alvarez-Ziegler noted that it is not uncommon for a Chamber to do tourism.

Mr. Denlea stated he believes it's a stewardship concern. He believes the money should be utilized to generate more tourism dollars – to build tourism.

Chair Guerrero reminded members that part of LTAC dollars is to bring folks from 50 miles or more to an event; which is being done.

Ms. Turner added it brings money into the community – the funding comes from the hotels, but it provides opportunities for the community as a whole.

Mr. Denlea stated his focus is on filling room nights throughout the year. The City should be promoting other activities.

Mr. Dolan stated he would like to see an itemized listing of how the money is being spent.

Mr. Dolan moved to recommend \$47,000 in funding for the Chamber; seconded by Ms. Alvarez-Ziegler. Motion failed by a 2-2 vote (Denlea/Guerrero against motion).

Mr. Denlea stated if the funding is approved, it will be business as usual.

Mr. Dolan stated if approved, the committee should work to make improvements, but additional time is needed. He believes the change should be planned carefully.

Mr. Denlea moved to recommend \$23,500 in funded. Motioned died due to no second.

Ms. Alvarez-Ziegler moved to recommend \$45,000 in funding for the Chamber; seconded by Mr. Dolan. Motion carried with a 3-1 vote (Denlea against motion).

Mr. Denlea asked Ms. Alvarez-Ziegler what things they have planned for 2015. Ms. Alvarez-Ziegler listed out many items including changing the website, asparagus festival, chili festival, grand opening of downtown, extending the lighted farm implement parade with the kid's day parade the night before, golf tournament and revamp the membership drive.

D. Tourism Promotion Area – update

Chair Guerrero shared a draft of the proposed petition which is a mix of language from Wenatchee, Seattle and Prosser.

Mr. Denlea reminded the committee that the dollars from this item can only be used to promotion and advertising.

**COMMITTEE CONSENSUS:** Chair Guerrero to make requested changes and will forward to Mr. Denlea to collect signatures.

E. Conceptual Idea for Future of Tourism

Item moved to next meeting due to lack of time remaining for meeting.

F. Schedule Date for Next Meeting

Thursday, January 8, 2015 @ 3:30 pm

G. Items to Review/Discuss at Next Meeting

- 1) Conceptual Idea for Future of Tourism/RFP
- 2) Tourism Promotion Area - update

**2. ADJOURNMENT.** There being no further business to come before the Committee, Chair Guerrero adjourned the meeting at 5:42 PM.

Respectfully Submitted,

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Delilah Saenz, CMC, City Clerk