

LODGING TAX ADVISORY COMMITTEE MEETING
Meeting Minutes
February 12, 2015 – 3:30 PM

City Hall – Executive Conference Room
818 E. Edison Ave., Sunnyside, Washington

CALL TO ORDER – ROLL CALL

At 3:30 p.m. there were only two members of the committee present, along with two visitors from local hotels.

The group utilized this time to provide a question and answer session to the two visitors on the Tourism Promotion Area while they waited for the third member of the committee to arrive (member had called in and stated he would be late due to a work conflict).

At 4:02 p.m. Mr. Dolan arrived.

Chair Guerrero called the meeting to order at 4:04 p.m.

Committee Member(s) Present:

Francisco Guerrero, City Council and Committee Chair
Tom Dolan (Tax Utilizing Agency)
Tom Denlea, (Lodging Business) (arrived late)

Committee Member(s) Absent:

Teri Alvarez-Ziegler, (Tax Utilizing Agency) – called to say she couldn't make meeting
Martin Beeler (Lodging Business) – send email stating couldn't make meeting

City Staff Present:

Delilah Saenz, City Clerk/Executive Assistant

Visitors Present:

John Fannin, Daily Sun News
Patrick – Travel Inn
Davin – Rodeway Inn

1. ACTIVE AGENDA:

A. Approve minutes from the January 8, 2015 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 City Council RFP approvals

1. Sunnyside Chamber & Black Rock Creek Golf Course (\$4,000)
2. American Legion Post (\$10,000)

Chair Guerrero briefed the committee members on the amounts City Council approved for each agency.

C. Review 2015 RFP's

1. American Legion Post

Mr. Denlea moved to recommend \$6,000 in funding for this project; seconded by Mr. Dolan. Motion carried with 6 yes and 0 no votes.

D. Tourism Promotion Area - update

Mr. Dolan asked what this money can be used for. Mr. Denlea indicated the funds collected can be used for tourism promotion and marketing only.

E. Conceptual Idea for Future of Tourism

Mr. Denlea stated the committee needs to plan short-term and long-term goals. The committee needs to list events they currently have and ones they want to create, as well as venues we have and want to create. The goal is to hire someone to promote tourism in Sunnyside; provide a scope of work and have an RFP out to see what fee someone is willing to do this for.

Mr. Denlea will draft an RFP and return to the committee for feedback and modifications.

F. Schedule Date for Next Meeting

Thursday, March 12, 2015 @ 3:30 pm

G. Items to Review/Discuss at Next Meeting

- 1) Approval of minutes
- 2) Update on funded projects by City Council
- 3) Conceptual Idea for Future of Tourism/RFP
- 4) Tourism Promotion Area – update

2. ADJOURNMENT. There being no further business to come before the Committee, Chair Guerrero adjourned the meeting at 5:05 PM.

Respectfully Submitted,

/s/ Delilah Saenz

Delilah Saenz, CMC, City Clerk