

LODGING TAX ADVISORY COMMITTEE MEETING
Meeting Minutes
April 9, 2015 – 3:30 PM

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

CALL TO ORDER – ROLL CALL

Committee Member(s) Present:

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

Committee Member(s) Absent:

none

City Staff Present:

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

Visitors Present:

Laura Gjovaag, Daily Sun News
Jay Hester, Daybreak Rotary
Curtis Campbell, Daybreak Rotary

1. ACTIVE AGENDA:

A. Minutes

1. Approve minutes from the February 12, 2015 meeting.
2. Approve minutes from the March 12, 2015 meeting.

Mr. Beeler moved to approve the minutes from the February 12, 2015 meeting; seconded by Mr. Dolan. Motion carried with 3 yes and 0 no votes.

Mr. Beeler moved to approve the minutes from the March 12, 2015 meeting; seconded by Mr. Dolan. Motion carried with 4 yes and 0 no votes.

B. Presentation by Mieka Miller, Affinity Influencing Systems
Review/discuss Sunnyside Tourism App

Mr. Daniel Todd provided a presentation on the Louder Rewards App. Affinity Influencing Systems builds mobile apps for celebrities and sports teams. The apps influence shopping and push people to businesses (people earn points and can use points in various things).

Custom design costs between \$5,000 - \$8,000, plus \$1,000 per month.

C. Review RFP – Daybreak Rotary – Summer Ale Fest

Mr. Hester and Mr. Campbell briefed the committee members on the details of their event.

Mr. Denlea moved to approve \$3,500 in funding for the Summer Ale Fest; seconded by Mr. Dolan. Motion carried with 4 yes and 0 no votes.

D. Conceptual Idea for Future of Tourism

Committee members reviewed the draft RFP and scope of work. Mr. Denlea requested members attend next meeting with ideas for Sunnyside and create a plan on how to coordinate events happening in Sunnyside.

E. Tourism Promotion Area - update

Councilor Guerrero provided an update on the status of the TPA. There are a total of four hotels that fulfill the number of rooms required; one has signed, one is pending and two have not replied.

F. Schedule Date for Next Meeting

Thursday, May 7, 2015 at 3:30 pm.

G. Items to Review/Discuss at Next Meeting

- Minutes
- Follow up on Summer Ale Fest funding
- Feedback on Conceptual Idea for Future of Tourism
- Update on the TPA

2. ADJOURNMENT.

Respectfully Submitted,

Delilah Saenz, CMC, City Clerk