
Minutes of Lodging Tax Advisory Committee (LTAC) Meeting

Dated March 4, 2021

Members

Present: Council Member Stephanie Wright – LTAC Member, Chair
Shawn Walker – LTAC Member, Lodging
Debbie Copple – LTAC Member, Tourism
Adrienne Hall – LTAC Member, Tourism
Bryan Harmon – LTAC Member, Lodging
(All present through Zoom conferencing)

Staff:

Tom Teigen – Conservation & Natural Resources | Parks, Rec & Tourism,
Director
Bridgid Smith – Parks, Rec & Tourism, Division Manager
Annique Bennett – Parks, Rec & Tourism, Tourism Development Specialist
Trudy Soriano – Parks, Rec & Tourism, Public Involvement Specialist
Carol Peterson – Parks, Rec & Tourism, Interim Tourism Promotion Coordinator
Jim Martin – Legislative Analyst, Council

Other:

Rich Huebner – City of Monroe
Corey Margolis – Angel of the Winds Arena
Joe McIlwain – Edmonds Public Facilities District

Documents:

- Meeting Agenda
- Draft Minutes from 2/2/2021 Meeting
- Edmonds LTAC Application Nov. 2019
- Edmonds Centre for the Arts – FCA 2017
- LTAC Large Fund 2019 Additional Grant Application
- Everett ILA Schedule
- Motion 19-148

Opening:

Meeting called to order at 10:02 a.m.

Introductions: Committee members were introduced

Public Comment Period: The meeting opened up for a public comment period, which was limited to 3 minutes per participant. No attendees made public comment.

Approval of Meeting Minutes (Motion #1): Adrienne Hall made motion to approve Minutes of the February 2, 2021 meeting, Debbie Copple seconded, to approve minutes of the February 2, 2021 meeting. Approved unanimously.

Large Fund DMO Marketing Plan: In response to an inquiry at the February 2, 2021 meeting, regarding the Large Fund DMO Marketing, staff took a poll of which committee members would

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like a copy of the Seattle NorthCountry Marketing Plan. All committee members expressed interest and were sent the plan following the meeting.

Follow Up Discussion – Large Fund Commitments and Reserves: Prior to the meeting, staff Bridgid Smith sent all LTAC members a copy of the original PFD applications from Everett and Edmonds, which had been sent to the LTAC Chair in November 2019, and submitted to County Council in December 2019 for approval.

As follow up to an extensive review of the five-year plan at the February 2, 2021 meeting, staff Bridgid Smith provided a summary of the Everett and Edmonds PFD commitments, approved by motion at the LTAC board meeting on November 19, 2019; and by Council Motion #19-418 on December 18, 2019.

Discussions were held about whether to adjust the Large Fund reserves or hold on an adjustment until review in late 2021 to see actual revenues.

Motion #2: Shawn Walker made motion to hold reserves for the remainder of 2021. Bryan Harmon seconded; passed unanimously.

Motion #3: Shawn Walker made motion, requesting staff move forward with the contracts for the Edmonds Public Facility District and the Everett Public Facilities District per Council Motion #19-418. Chair Wright seconded; passed unanimously.

2021 Small Fund Grant Rounds - 2021 Modified Grant Round for 2021 Funding and 2021 Traditional Grant Round for 2022 Funding: The committee was presented with the 2020-2021 Small Fund Grant administrative timeline. This cycle was paused due to COVID-19 and now results in a compressed process cycle timeline.

Joint Legislative Audit & Review Committee (JLARC) data on municipal LTAC disbursements made between 2014 and 2019 and Small Fund grant recipients was reviewed. Committee members discussed project feasibility and plausible execution of projects between June 2021 and December 31, 2021, should a compressed grant cycle occur.

The committee was presented the administrative timeline of the 2022 grant cycle that traditionally would open for application June 15, 2021, and close August 16, 2021 to fund 2022 projects.

A committee member inquired about if federal CARES funds available through the County could be used for outdoor recreation best practice informational videos. A committee member indicated the County Council is awaiting guidance on allowable uses and requested a bulleted inventory of such assets that currently exist.

County DMO ability to execute county-wide promotions was discussed, and Annique Bennett proposed a \$280,000 allocation of the remaining \$308,000 2021 Small Fund balance to aid in promotions of the destination for recovery. Staff ranked allocations by priority across DMO promotional service areas.

A committee member raised a question about whether this was a one-time ask by the DMO, and if the program would be sustainable in the years to come. Staff responded that the 2021

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allocation proposal is intended as one-time request. Committee members asked to continue discussions around whether to allocate the Small Fund Balance to the Large Fund DMO Marketing Program at a work retreat.

Motion #4: Shawn Walker made Motion, to not hold the 2021 Grant Cycle in 2021 with the Small Fund Balance of \$308,000. Adrienne Hall seconded; passed unanimously.

Small Fund Grant Round for 2022 Funding: Staff Bridgid Smith clarified the balance available for the 2022 usual Small Fund grant cycle would be determined in May of 2021.

Discussion was held about reviewing cycle and process before the 2022 Grant process begins in June.

Future process improvement opportunities related to the new County Strategic Tourism Plan (STP) were discussed with the committee by staff Annique Bennett. Flexibility to move the 2022 grant cycle to later in the year, if needed was indicated by staff Carol Peterson.

Frequency of LTAC meetings and Sub-committee Meetings: Committee members asked to revisit the 2022 Small Fund Grant application and process for the purpose of discovering possible process improvements and determined to carry the discussion forward without taking action at a subsequent LTAC work retreat.

To establish situational background for new committee members, an initial discussion between committee members at the work retreat was recommended by staff Annique Bennett. Staff recommended broadening discussions to include other LTACs and stakeholders as part of the DMO development workplan in 2021.

Motion #5: Adrienne Hall made motion, and Council Chair Wright seconded, to schedule a work session to cover the following discussion topics:

- 1) Review the existing Small Fund Grant cycle and processes.
- 2) How to proceed with the 2022 Small Fund Grant cycle.
- 3) Potential allocation of the 2021 Small Fund Balance to the Large Fund DMO Marketing Program.
- 4) Frequency LTAC meetings moving forward.

Chair Wright seconded; passed unanimously.

The committee discussed potential dates for the first work session and agreed upon March 25th, 2021 at 9am at the Staybridge Ballroom.

Staff Annique Bennett requested that committee members send staff any additional questions they may have prior to the work retreat.

Meeting adjourned at 11:51 a.m.

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