
Minutes of Lodging Tax Advisory Committee (LTAC) Board Meeting

Dated October 23, 2017

Present : Councilman Terry Ryan– LTAC Member, Chair
Shawn Walker – LTAC Member, Lodging
Sarah Arney – LTAC Member, Tourism
Rachel Blake – LTAC Member, Lodging

Absent : Fred Cruger– LTAC Member, Tourism

Staff : Tom Teigen – Department Head Parks & Rec
Bridgid Smith – Administration Manager Parks & Rec
Annique Bennett – Strategic Tourism Coordinator
Carol Peterson – Accounting Technician II Parks & Rec
Carol Taber – Legislative Analyst, Council
Jim Martin – Legislative Analyst, Council
Amy Spain – Executive Director Snohomish County Tourism Bureau
Angie Riley – Marketing & Communications Mgr., Sno Cty Tourism Bureau
Stacey Pfeiffer – Visitor Services Manager, Sno Cty Tourism Bureau
Tammy Dunn – Sports Development Director, Sno Cty Tourism Bureau
Brad Zorich – Group Sales Manager, Sno Cty Tourism Bureau
Joe McIalwain – Executive Director, Edmonds Public Facilities District
Adrienne Hall – Town of Darrington Tourism Coordinator

Documents:

- Meeting agenda
- Minutes from 09/13/2017 Meeting
- Edmonds PFD request for 2017 contract extension
- Lynnwood PFD request for 2017 change in scope of work
- Everett PFD – 2018 Large-Fund grant application
- Edmonds PFD – 2018 Large-Fund grant application
- Lynnwood PFD – 2018 Large-Fund grant application
- SCTB 2017/2018 Budget comparison & line item changes
- Large Fund 2018 STP Destination Product Development LTAC Proposal
- County-wide hotel/motel Fund 116 Five Year Projection

Opening:

Meeting called to order at 1:12 p.m.

09/13/2017 Meeting Minutes Approved:

Motion #1: Shawn Walker made motion and Terry Ryan seconded. Approved.

2017 Large Fund Capital Requests: Edmonds PFD has requested to carryover the \$225,000 that was awarded to them in 2016 for Edmonds Center for the Arts (ECA) roof repairs into 2018. Joe McIalwain was present and answered questions from board

members. He explained how the quotes to repair the gymnasium rooftop, along with flashing, came in much higher than anticipated.

The Lynnwood PFD has requested a change in scope of work for their 2017 grant award of \$125,000 for the parking lot extension project. They propose that “the scope of the project be refined so that completion will be marked by the LPFD’s submittal of a Remedial Investigation Report to the Department of Ecology. The Remedial Investigation Report consists of an investigation and description of: the source of the contamination; the nature and extent of the contamination; and the pathways of exposure to the contamination.” Discussion followed regarding ability to fund projects.

Motion #2: Motion for second extension of ECA roof repair grant and roll the funds into 2018. Terry Ryan made motion, Shawn Walker seconded. Approved.

Motion #3: Motion to not approve scope of work change for Lynnwood 2017 PFD and roll the \$125,000 into the 2018 budget for 2018 PFD project funding. Terry Ryan made motion, Shawn Walker seconded. Approved.

Large Fund – 2018 New PFD Applications:

For 2018, funding is \$250,000, plus the \$125,000 rolled in from Lynnwood 2017 PFD, for a total of \$375,000. Requests:

- Everett PFD - Xfinity Arena is requesting \$250,000 for their hockey dashboard and glass upgrade project which needs to be up to code by 2019.
- Lynnwood PFD – is requesting \$250,000 for their LED lighting project for areas in and around the Convention Center.
- Edmonds PFD – Edmonds Center for the Arts is requesting \$250,000 for their stage, sound, and lighting project.

Suggestion was made to add to next year’s application: “If you don’t receive full funding, how would this affect your project?”

Motion #4: Motion to increase funding allocation up to \$500,000 for 2018 PFD projects and fund as follows: Everett PFD for \$200,000, Lynnwood PFD for \$175,000, and Edmonds PFD for \$125,000. Terry Ryan made motion, Shawn Walker seconded. Approved.

Snohomish County Tourism Bureau 2018 Budget: Amy Spain provided a recap of the SCTB budget presentation from the September 13, 2017 meeting. Total ask for 2018 is \$877,832. A third party agency will be contracted for creative marketing and programming in the amount of \$ 500,000. Currently going through the RFP process with four firms selected for presentations, and of those, two may be chosen, one for creative scope and one for programmatic scope. There would be a one year contract with option to extend one year. Parks Department would be responsible for verifying contract is completed.

Member asked: If the County is paying outside vendors \$500,000, shouldn’t the SCTB budget be going down more? Amy stated that the SCTB has had a very minimal budget for several years and now with the new Strategic Tourism Plan, the SCTB is following the plan and directing resources toward Regional Development. SCTB needs to be more competitive with other tourism bureaus throughout the state.

New website platform requested by SCTB Board and Parks Department with a full rebuild of the website. SCTB will be the contractor. RFP sent to twelve agencies with proposals due October 27, 2017.

A board member asked Amy what is the long term goal of the VICs. LTAC is currently supporting salaries of VIC SCTB staff right now, but cities contribute the money to run them. Suggestion made that VICs should move to city responsibilities, should be phased out, and take funds and redirect towards other areas of tourism promotion. Evaluation recommended for 2018.

Destination Development In-House Budget: Annique Bennett provided a handout of the suggested regions with strategies for development. \$50,000 was removed from her budget and redirected towards creative marketing with the third party vendor for regional branding. Her new 2018 budget request is \$419,806. A member asked Annique what the 2019 budget will look like. Annique stated that the County is really looking at a spending plan for the next two years, and then they will see if it's producing. If not, then all these spending plans will need to be re-evaluated.

Large Fund – 5 Year Plan: Bridgid Smith provided a spreadsheet of the County-Wide Hotel/Motel Fund 116 Five Year Projection through 2022. Discussions followed regarding appropriate reserve levels.

Motion #5: Motion to re-insert \$500,000 as a rainy day fund annually, along with the 90 day working capital, and reserves. Terry Ryan made motion, Shawn Walker seconded. Approved.

Motion #6: Motion to reduce the total funding of the SCTB budget from \$109,797 to \$100,000 for VIC budgeted line item. Terry Ryan made motion, Shawn Walker seconded. Sarah Arney and Rachel Blake voted against. Motion failed.

Motion #7: Motion to fund the SCTB for the 2018 budget at \$877,832 and the 3rd party vendor(s) for creative content and programming in the amount of \$ 500,000 as proposed on spreadsheet. Terry Ryan made motion, Shawn Walker seconded. Approved.

Motion #8: Motion to fund the In-House Destination Development budget at \$419,806. Rachel Blake made motion, Sarah Arney seconded. Approved.

Bridgid Smith will update the Five Year Plan to include the \$500,000 rainy day fund, and the additional increase of \$125,000 to the 2018 projected amount for Tourism Capital Projects (PFDs).

Since there will be no meeting in December, Sarah Arney suggested a brain storming session early next year to discuss grant application requirements and code changes. Both Sarah Arney and Fred Cruger will be stepping down December 31, 2017. Sarah introduced board members to Adrienne Hall from the Town of Darrington who has applied to be on the board. Since there will be no December meeting, new nominees will need to be voted on and elected via email.

Meeting adjourned 3:55 p.m.