



CITY OF ELLENSBURG

Date of Meeting

Time of Meeting

Place of Meeting

Minutes of Lodging Tax Advisory Committee, Regular Meeting

July 3, 2024

2:00 PM

Council Conference Room 501 North Anderson Street

Ellensburg, WA 98926

And remotely via Zoom

1. Call to Order and Roll Call

1.A Roll Call Present: Janie Zencak, Sarah Beauchamp, Carmen Wiggins, Steve Townsend,
Absent: Lacie Dawson, Marie Smith, Gemma Fortier

Guests: Matt Anderson, Amy McGuffin, Kittitas County Chamber of Commerce

2. Approval of Agenda

2.A Motion: Move to approve the July 3, 2024, Lodging Tax Advisory Committee Agenda.

By: Steve Townsend

Seconded by: Janie Zencak

All in Favor: Janie Zencak, Sarah Beauchamp, Carmen Wiggins, Steven Townsend

Opposed: None

Abstained: None

Motion carries

3. Approval of Minutes

3.A Approval of May 3, 2024, Lodging Tax Advisory Committee meeting minutes.
Motion: Move to approve May 3, 2024, Lodging Tax Advisory Committee meeting minutes.

By: Janie Zencak

Seconded: Carmen Wiggins

All in Favor: All

Opposed: None

Abstained: None

Motion Carries

3. CLTAC Update

3.A Update of County Lodging Tax Advisory Committee by Marie Smith, LTAC member

No report given.

4. New Business

4.A Overview of Upcoming LTAC Responsibilities and Timelines

Matt Anderson was invited to present an overview of the Consolidated Lodging Tax Fund.

CLTAC will meet one more time to finalize the dates and then the application process will open up.

Resource for learning more about CLTAC

[Kittitas County | Consolidated Lodging Tax Grant Application Guide](#)

The Chamber will host two workshops for anyone interested in applying for LTAC funding. Additionally, there is a video of the workshop as well available, staff will forward link to committee members.

At the September LTAC meeting, committee members will discuss further and practice the process with a 'mock' event facilitated by Matt Anderson, Kittitas County Chamber of Commerce.

There was discussion on process, best practices, and experience from past years.

Staff will let the committee know when the workshop dates are announced and share them with the committee. Staff will also attendee the workshop and watch the online workshop.

The Chamber has offered to give CLTAC/LTAC baseline statistical data for number of room nights available, averages, etc. for educational comparatives. The Chamber will supply this information to LTAC.

4.B Revision of LTAC Meeting Dates and Times

To prepare and fulfill the upcoming Consolidated Lodging Tax Fund scoring and selection process, LTAC committee discussed a revision to the schedule for September to December

LTAC will meet monthly from September to December. Also will move the Sept. meeting to September 11th rather than September 4th.

Motion: Move to approve the change to monthly meetings from every other month to every month from September through December, with September's meeting taking place on the second Wednesday of the month, September 11, 2024 at 2:00 pm.

By: Janie Zencak

Seconded: Steve Townsend

All in favor: Sarah Beauchamp, Carmen Wiggins, Janie Zencak, Steve Townsend

Opposed: None

Abstained: None

Motion Carries

5. Kittitas County Chamber of Commerce Updates

Matt Anderson updated LTAC members regarding micro grants, recent events, hospitality networking and hotelier feedback from sporting events. June was the first wine tour with Little Hopper. Two new wineries are coming into Ellensburg.

Amy gave statistical social media updates with myellensburg.com.

Top search queries. Blue agate is the top queried subject. Mission/experience driven searches. Barn quilts also had a large following. Update from KCCoC included plans to develop an Agate Tour with Nick Zentner of Nick on the Rocks and to add GIS services to the Barn Quilt tour adding a layer of interactive informational services for people to experience.

6. Budget Update

6.A Revenue and Expense Update

Staff reviewed current numbers with the committee.

Committee asked to see a 10-year view of the budget so it is easier to read and review.

7. Citizen Comment

There was no citizen comment

6. Adjournment

With no further business, the meeting was adjourned at 2:57 pm.

Respectfully Submitted,
Kelle Vandenberg
Drafted: 07/03/24
Approved By: