



CITY OF ELLENSBURG

Minutes of Lodging Tax Advisory Committee, Regular Meeting

Date of Meeting

May 7, 2025

Time of Meeting

2:10 PM

Place of Meeting

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: Sarah Beauchamp, Carmen Wiggins, Steve Townsend, Arlo Evasick

Absent: Gemma Fortier, Lacie Dawson,

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

2. Approval of Agenda

2.A Motion: Move to amend the May 7, 2025, LTAC agenda to include Item 6.A To Review and Update Committee Schedule for 2025 and moving Introduction of the Downtown Ellensburg Beautification Report to item 6.B under New Business.

By: Carmen Wiggins

Seconded by: Sarah Beauchamp

All in Favor:

Opposed: None

Abstained: None

Motion carries

2.B Motion: Move to approve the May 7, 2025, LTAC agenda with the aforementioned amendment to the agenda as presented.

By: Carmen Wiggins

Seconded by: Sarah Beauchamp

All in Favor:

Opposed: None

Abstained: None

Motion carries

3. Approval of Minutes

3.A Approval of March 5, 2025, Lodging Tax Advisory Committee meeting minutes.

Motion: Move to approve March 5, 2025, Lodging Tax Advisory Committee meeting minutes.

By: Steve Townsend

Seconded: Arlo Evasick
All in Favor: All in Favor
Opposed: None
Abstained: None
Motion Carries

4. Budget Update

3.A Staff reviewed current LTAC budget: expenses and revenues.

Staff Action Item: Review budget for accuracy with regards to Beginning Fund Balance send back out to committee with draft of meeting minutes.

5. Unfinished Business

5.A Community Calendar Discussion and Action.

Staff reviewed the community calendar project with committee members. The company, "With" Community Calendar offers an exclusive platform utilizing API technology to seamlessly connect multiple calendars across several unconnected platforms. "With" offers a unique service with proprietary systems. There was discussion regarding interfacing capacity with MyEllensburg.com and the following:

- i. Payment feature presented in the service agreement would not be utilized, as all organizations hosting events already had payment processing system.
- ii. Year one service agreement is for \$10,000+ taxes etc., this includes initial installation and setup, what will be year two costs and beyond?

The questions above the committee felt were easily addressed through the contracting process and would not hold up their recommendation to council.

Motion: Move to recommend for council approval for city staff to hire and engage the services of "With" Community Calendar and utilize up to \$12,000.00 of LTAC funds to create a comprehensive community calendar to enhance transparency of community events and increase tourism.

By: Steve Townsend
Seconded: Arlo Evasick
All in favor: All
Opposed: None
Abstained: None
Motion carries

Staff Note and Action: Staff will prepare a report and present LTAC recommendation to City Council at the June 2nd council meeting for review.

Sarah Beauchamp left room for phone call. Quorum stopped at 2:35 pm. Resumed at 2:36pm.

6. New Business

6.A Update/Adjust schedule to monthly

Motion: Move to update committee schedule from every other month to monthly meetings effective beginning in June.

By: Carmen Wiggins

Seconded: Steve Townsend

All in favor: All

Opposed: None

Abstained: None

Motion carries

2025 LTAC Schedule as followings:

Wednesday, June 4th at 2:00 pm

Wednesday, July 9th at 2:00 pm

Wednesday, Aug. 6th at 2:00 pm

Wednesday, Sept. 10th at 2:00 pm

Wednesday, Oct. 1st at 2:00 pm

Wednesday, Nov. 5th, at 2:00 pm

Wednesday, Dec. 3rd at 2:00 pm

Staff Action Item:

1. Cancel/update all existing calendar invites/Zoom links.
2. Send individual calendar invites w/same Zoom link.
3. Update LTAC page on City website

Carmen Wiggins stepped out to take a call at 2:47 pm. Meeting paused. Meeting resumed at 2:49 pm.

6.B Draft Introduction of the Downtown Ellensburg Beautification Report

This report is in partnership with city staff and the Ellensburg Downtown Association.

Staff introduced a draft of the Downtown Ellensburg Beautification Report and discussed the challenges of existing trash cans and planters within the downtown, noting that the trash cans are at a high priority, critical need stage.

Staff reviewed estimated quote from EDA to repair existing trash cans. Capacity of existing cans was discussed by committee members and staff. City staff and EDA are reviewing replacement options that will be visually appealing, offer a high capacity of use, and be longer lasting and durable to the harsh climate conditions and wind.

Existing trash cans were purchased through LTAC funded recommendation to City Council.

Staff Action Item: For June LTAC meeting, staff will prepare and present three options for replacement to committee for review and estimated pricing comparison.

7. Kittitas County Chamber of Commerce: Marketing/Tourism Report

7.A Kittitas County Chamber of Commerce Marketing/Tourism Report, as presented by CEO, Amy McGuffin.

Since hiring a content manager, all social media engagement is up significantly. Social media reports will be presented monthly by the Kittitas County Chamber of Commerce, with larger tourism report being presented quarterly.

7.B LTAC Grants and Funding Update: Timeline/Process for 2026 Applications

July 1, 2025: Application period will open

August 2025: Application Workshops will be offered by Chamber

Sept. 30, 2025: Application period will close

October 2025: Lodging tax committees will review and score applications individually, and committees will have group meeting to finalize and score applications, staff will submit to county.

Nov.-Dec. 2025: CLTAC 2026 Applicant Presentations and Scoring for final award.

Date is TBD.

8. Citizen Comment

No citizen comment to report.

9. Adjournment

With no further business, the meeting was adjourned at 3:30 pm.

Respectfully Submitted,
Kelle Vandenberg