

CITY OF ELLENSBURG
AGENDA
Council Conference Room
Virtual Attendance Available via: <https://global.gotomeeting.com/join/756651381>

Wednesday, August 4, 2021
2:00 PM - Lodging Tax Advisory Committee

1. CALL TO ORDER

2. APPROVAL OF MINUTES

- 2.A Minutes of the July 7, 2021 meeting.
[LTAC Minutes 7-7-21](#)

3. CORRESPONDENCE AND PUBLIC COMMENT Guidelines for Public Comment Period
/ Audience Comments:

Purpose:

Allow the public to address the Lodging Tax committee on subjects that are not on the regular Agenda at this particular meeting. Comments must concern the City's business or a matter over which the committee has control.

Procedure for Public Participation:

- When recognized, please state your name, and the subject to be discussed.
- Each speaker's comments are to be limited to 5 minutes.
- Submit written comments to the Recording Secretary.
- Speakers are cautioned not to make comments of a personal, impertinent or derogatory nature.

Please note: The Lodging Tax committee will not take action at the meeting at which a subject is first introduced during the public comment period. You may wish to concisely state your concern and request placement of your matter on a future agenda.

4. UNFINISHED BUSINESS

- 4.A Budget/Financials Review.
[2021 LTAC Expenses](#)
[2021 LTAC Revenues](#)

- 4.B Tourism Report.

5. NEW BUSINESS

- 5.A [Discuss 2022 Consolidated Lodging Tax Process](#)

6. ADJOURNMENT

LODGING TAX ADVISORY COMMITTEE

July 7, 2021 (2:00 p.m. to 2:17 p.m.)

Members Present: Mary Morgan, Matt Anderson, Monica Miller, Marie Smith, Lacie Dawson, and Jim Nale.

Members Absent: Steve Townsend

Others Present: Laurie Gigstead, Executive Assistant and Madison Ford, Director of Tourism – Chamber of Commerce.

1. **Call to Order.** Chair Morgan called the meeting to order at 2:00 p.m.
2. **Minutes of the June 2, 2021 meeting.** Moved and seconded (Dawson/Nale) to approve minutes as written. Motion approved.
3. **Correspondence and Public Comment Period.** None.
4. **Unfinished Business.**
 - A. **Budget/Financials Review.** Reviewed and acknowledged.
 - B. **Tourism Report.** Madison reviewed the June data.
5. **New Business.**

Mary advised the committee that the next meeting would be hybrid – meeting in person with a virtual option.

- A. **Discussion regarding term limits for board and commissions.** Mary and Laurie gave an overview of the Council Sub-Committee recommendations that will be presented to Council for consideration regarding potential term limits and other modifications regarding the appointment and reappointment process.

Other: Jim advised the committee that the Washington State Search and Rescue conference will take place in Ellensburg September 27-October 3, 2021.

Next meeting will be **August 4, 2021 at 2:00 p.m.** in the Council Conference Room at City Hall.

With no further business, the meeting was adjourned at 2:17 p.m.

Respectfully submitted,
Laurie Gigstead
Recording Secretary

Drafted: 07/07/2021

Approved:

2021 Budget Expenditures

		TENTATIVE RESERVES - END OF 2020	\$214,044.00	
		Projected 2021 Revenues	\$360,000.00	
		EOY Balance incl. projected expenditures	\$271,693.76	
Fund #	Description	Appropriated	Disbursed thru 2021	Remaining
557-31-51	CLTAC Grant Funding	46,800		46,800
	Kittitas Valley Event Center - Patriot Night	18,500		
	Jazz in the Valley	9,000		
	Kittitas County Airport - Bower's Field Fly In	6,700		
	Junk-Tiquen in the Burg	4,152		
	The Patch	4,000		
	WA State Search & Rescue Advisory Council	4,448		
		46,800		
557-32-45	Visitor Information Center	58,968	23,763	35,205
Include utilities in	January		3,896	
mothly total from	February		3,652	
557-31-47	March		5,279	
	April		4,019	
	May		6,917	
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51	Website Maintenance	8,500	959	7,541
	January		85	
	February		0	
	March		469	
	April		75	
	May		330	
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51-000-001	Collateral Materials	5,000	236	4,764
	January		0	
	February		114	
	March		11	
	April		11	
	May		100	
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-33-41	Marketing & Advertising	182,282	61,571	120,711
	January		10,514	
	February		9,718	
	March		19,317	
	April		9,987	
	May		12,034	
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-36-41-000-001	5 Year Strategic Plan			
557-36-41	Administration (City)	800	283	517
	Daily Record Ads		129	
	Utilities - S. Interchange Water Bill		154	
594-57-63	Signage		0	0
594-57-63	Capital		0	0
Totals		302,350	86,812	215,539

Lodging Tax Revenues

Tax Collected	Month Receipted	2001	2002	2003	2004	2005	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	% Diff
Nov	Jan	14,169	18,388	16,119	14,276	18,221	16,968	17,754											32,474	35,253	23,787	-32.53%
Dec	Feb	10,353	10,411	12,571	13,584	14,698	18,555	14,415	15,147	14,683	15,207	16,272	17,353	17,738	18,515	24,547	23,589	26,044	26,394	26,416	18,709	-29.17%
Jan	Mar	11,242	9,368	12,802	13,584	11,339	26,140	22,474	14,781	15,578	16,385	18,391	19,890	19,906	21,798	22,435	24,104	24,780	28,172	24,341	22,227	-8.68%
Feb	Apr	12,366	9,134	10,281	14,055	19,392	21,625	19,134	20,918	17,647	21,092	20,775	21,448	23,428	30,085	24,309	25,979	28,639	28,704	21,564	25,124	16.51%
Mar	May	16,920	14,357	18,322	22,829	21,014	25,964	23,669	24,875	26,666	25,798	28,069	31,483	32,723	35,301	36,457	41,496	38,394	42,825	14,989	33,426	123.00%
Apr	June	17,257	16,252	18,030	18,814	17,922	27,501	34,073	24,960	29,159	29,507	29,595	35,619	34,284	35,718	41,170	45,855	44,431	48,351	8,641	39,290	354.68%
May	July	21,818	23,011	22,299	21,051	29,567	34,364	37,641	33,418	35,791	33,670	38,639	40,528	40,666	44,613	51,075	54,651	54,672	56,037	36,383	45,224	24.30%
June	Aug	28,538	24,644	28,774	30,709	24,871	41,157	41,398	39,778	44,945	42,388	42,315	49,135	52,532	56,237	59,814	64,841	69,893	72,926	32,565		
July	Sept	25,934	25,837	31,170	24,507	42,655	43,762	42,950	46,559	46,197	45,437	47,844	50,459	52,574	57,261	64,703	67,931	66,553	67,114	37,693		
Aug	Oct	26,344	27,879	28,996	29,384	34,434	44,682	45,737	39,548	44,752	40,604	45,697	53,540	62,214	51,243	54,598	63,651	63,664	72,296	39,968		
Sept	Nov	20,264	33,216	26,311	31,714	31,841	42,467	35,680	40,969	44,946	42,203	44,937	46,558	45,725	53,775	60,170	60,022	63,415	55,516	41,344		
Oct	Dec	19,182	20,616	25,230	24,244	23,256	31,076	27,530	29,749	30,688	31,029	31,003	33,557	38,129	40,297	40,358	47,271	49,651	47,207	34,286		
Nov	Jan							21,023	19,682	19,608	21,526	21,138	22,864	25,117	27,332	31,509	32,500					
TOTAL		224,388	233,114	250,903	258,752	289,209	374,261	383,478	350,384	370,659	364,846	384,676	422,434	445,036	472,175	511,145	551,890	530,136	578,016	353,445	207,789	
% Difference		10.62%	3.89%	7.63%	3.13%	11.77%	17.11%	362,455 2.46%	-3.33%	5.79%	-1.57%	5.44%	9.82%	5.35%	6.10%	8.25%	7.97%	-3.94%	9.03%	-38.85%		
																			578,016	353,445	-38.85%	
																			589,000	360,000		-38.88%
																			2020 projected revenues			



AGENDA REPORT

Meeting Date:	August 4, 2021
Agenda Subject:	Discuss 2022 Consolidated Lodging Tax Process
Submitted by:	Laurie Gigstead City Manager Department
Recommended Action or Motion:	1. Confirm the City's thirteen percent (13%) allocation in the amount of \$ 45,842.75 and 2. Discuss 2021 timelines and set meeting schedule.
Background/Summary:	Each year the City Lodging Tax Advisory Committee participates in the countywide Consolidated Lodging Tax Process for funding events and operations involving tourism promotion. The participating entities allocate thirteen percent (13%) of the prior year's lodging tax revenues for funding. The allocations based on the 2020 revenues will be: • Ellensburg, \$45,842.75 (13% of \$352,636.54) • County, \$174,416.79 (13% of \$1,341,667.58) • Cle Elum, \$21,388.87 (13% of \$164,529.80) • Roslyn, \$595.08 (13% of \$4,577.50)
Previous Council Action:	The City Lodging Tax Advisory Committee has participated in this process since established in 2014.
Analysis:	Each year the City Lodging Tax Advisory Committee confirms the City's contribution to the consolidated process. The City's anticipated allocation for this year's process is \$45,842.75. The Consolidated Lodging Tax Group has set the following schedule: • Applications Open on August 20, 2021 and close on October 1, 2021 at 4:00 p.m. • Entity ratings must be submitted to the County no later than November 9, 2021 • The Consolidated meeting will be Friday, November 19, 2021 at City Hall. The regularly scheduled City Lodging Tax meetings are October 6, 2021 and November 3, 2021. The City LTAC may wish to set a special meeting time in October for an extended

meeting to consider the applications and allocations.

Financial Impact:

The funds have been allocated in the City's 2021/2022 Biennial Budget.