



CITY OF ELLENSBURG

Date of Meeting

Time of Meeting

Place of Meeting

Minutes of Lodging Tax Advisory Committee, Regular Meeting

April 6, 2022

2:00 pm

**Council Conference Room, 501 N. Anderson Street
Ellensburg, WA 98926
And remotely via Zoom**

1. Call to Order and Roll Call.

Roll Call Present: Adam Winn (remote), Steve Townsend, Sarah Beauchamp, and Marie Smith (remote).

Absent: Lacie Dawson and Jim Nale

Others present: Laurie Gigstead, Executive Assistant, and Matt Anderson, Director of Tourism.

A. Introduction of Sarah Beauchamp. Sarah was introduced. Council appointed her to the vacant receiver position on March 21, 2022.

2. Minutes of the March 2, 2022 meeting.

Marie Smith moved to approve minutes as written. **Motion approved. 4-0**

3. Correspondence and Public Comment Period. None.

4. Unfinished Business.

A. Budget/Financials Review.

Reviewed and acknowledged.

B. Tourism Report.

Matt gave a brief overview of February 2022 analytics. He played a YouTube video to introduce Lemonade Day. A new campaign that will launch the first week of May and run through August 20, 2022. The target group is children in grades 3-5 to teach them about running a business. The Chamber will be requesting that Council adopt a Proclamation for Lemonade Day.

Matt noted that the COVID pandemic has increased outdoor recreation and the County has contracted with the Chamber for more direct messaging geared towards outdoor enthusiasts. He played a YouTube video titled "Adventure Pledge Colorado". The Chamber's campaign is call "Plan to Play Pact". Participants that agree to the pact will be eligible for discounts at local businesses and venues.

5. New Business.

Other: Adam advised that Council discussed parking issues for large events in the downtown area and suggested including public parking information on event fliers and advertising. Matt said when they push events through MyEllensburg and social media they could note best places to park, and he will make this suggestion to the downtown associations as well.

The next meeting is scheduled for May 4, 2022 at 2:00 p.m. With no further business, the meeting was adjourned at 2:22 p.m.

Laurie Gigstead
Recording Secretary

Drafted: 04/07/2022

Approved: 05/04/2022