



CITY OF ELLENSBURG

Date of Meeting

Time of Meeting

Place of Meeting

Minutes of Lodging Tax Advisory Committee, Regular Meeting

June 1, 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, Lacie Dawson (remote), Jim Nale, Steve Townsend (remote), and Marie Smith.

Absent: Sarah Beauchamp

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

2. Minutes of the May 4, 2022 meeting.

Jim Nale moved to approve minutes as written. **Motion approved. 5-0**

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 My Ellensburg analytics for May. He presented information regarding costs for advertising in a broader area with brochures. The 6-month quote was approximately \$4,500 plus the cost of printing the brochures. He advised that the Chamber is not recommending this type of advertising at this time due to some potential implementation costs of the Ellensburg Cultural Arts Plan that is currently underway and also because this type of advertising is geared toward leisure tourism which is currently robust in Ellensburg.

He advised that the Chamber is tentatively scheduled to report on the JayRay Tourism Strategic Plan at the August 1, 2022 Council Study Session.

5. New Business.

A. Confirm the City of Ellensburg's thirteen percent (13%) allocation for the consolidated process in the amount of \$67, 239.88 based on 2021 revenues of \$517,229.86.

Jim Nale moved to confirm the City's allocation of \$67,239.88 for the 2023 consolidated lodging tax process. **Motion approved 5-0.**

Other: Laurie advised she sent out the email invitation for training is scheduled for Tuesday, July 5, 2022 at 5:30 pm presented by Ann McFarlane of Jurassic Parliament for all Councilmembers and board and commission members regarding running effective meetings and parliamentary procedures.

The next meeting is scheduled for July 6, 2022 at 2:00 p.m. With no further business, the meeting was adjourned at 2:14 p.m.

Laurie Gigstead
Recording Secretary

Drafted: 06/02/2022

Approved: 08/03/2022