

CITY OF ELLENSBURG
AGENDA
Council Conference Room or via
Join Zoom Meeting
[https://us02web.zoom.us/j/89213246806?](https://us02web.zoom.us/j/89213246806?pwd=RG82ZkpaZU9hOVZVMzBVZ3pCdHdCdz09)
[pwd=RG82ZkpaZU9hOVZVMzBVZ3pCdHdCdz09](https://us02web.zoom.us/j/89213246806?pwd=RG82ZkpaZU9hOVZVMzBVZ3pCdHdCdz09)

Wednesday, March 1, 2023
2:00 PM - Lodging Tax Advisory Committee

AMERICANS WITH DISABILITIES ACT The City of Ellensburg strives to make our services, programs, and activities readily accessible and usable by individuals with disabilities. Reasonable accommodations will be made upon request. Please furnish the ADA Coordinator with your request in sufficient time for the City to provide a reasonable accommodation. A Request for Accommodation form may be obtained on the first floor of City Hall or by calling the City of Ellensburg ADA Coordinator at (509) 962-7222 or email ADAcordinator@ci.ellensburg.wa.us.

1. CALL TO ORDER

2. APPROVAL OF MINUTES

2.A [APPROVAL OF MINUTES](#)
[LTAC 12-13-2022 Minutes.docx](#)

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 [Tourism Report](#)

4.B Revenue and Expenses
[LTAC Expenditures 2022.pdf](#)
[LTAC Revenues 2022.pdf](#)
[LTAC Expenditures 2023.pdf](#)

5. NEW BUSINESS

5.A [New Member Recruitment](#)

5.B [Discussion and Appointment for the County Lodging Tax Subcommittee for Disputes
CLTAC Dispute Board Member Nomination.docx](#)

5.C [Discussion and Appointment of 100th Year Rodeo Anniversary Mural](#)

6. ADJOURNMENT



AGENDA REPORT

Meeting Date: March 1, 2023

Agenda Subject: APPROVAL OF MINUTES

Submitted by: Cynthia LaChappelle-Mathis

Recommended Action or Motion: N/A

Background/Summary: N/A

Previous Council Action: N/A

Analysis: N/A

Financial Impact: N/A

Attachments:
[LTAC 12-13-2022 Minutes.docx](#)



CITY OF ELLENSBURG

Minutes of Lodging Tax Advisory Committee, Regular Meeting

Date of Meeting

December 13, 2022

Time of Meeting

2:00 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

Roll Call Present: Adam Winn (remotely), Marie Smith, Lacie Dawson (remotely) and Steve Townsend.

Absent: None

Also present in person: Terry Weiner, City Attorney/Assistant City Manager, Cyndi LaChappelle-Mathis, Executive Assistant and Matt Anderson, Director of Tourism.

2. Approval of Minutes

Lacie Dawson moved to approve the minutes of 10-4-2022 and 10-19-2022 as written.

Motion approved 4-0.

3. Correspondence and Public Comment None

4. Unfinished Business

4A. Budget/Financials Review

Reviewed and acknowledged.

4B. Tourism Report

Matt gave an overview of the analytics form the My Ellensburg site. Upcoming events are Brewfest in February 2023, and craft beer and wine summits in May 2023. Matt also presented the LTAC with the option of a one or a two year Chamber contract.

5. New Business

5A. Consolidated Grant Funding.

Members reviewed and discussed the fact that the COE allocation numbers are not available from the County as this time.

Steve Townsend moved to approve allocation of City Lodging Tax funds when received by Kittitas County, not to exceed \$67,239.88 and recommend City Council approval of the resolution. **Motion Approved 4-0**

5.B Funding and Support Request by Terry Weiner, Assistant City Manager

Steve Townsend moved to allocate \$25,000 to be used to wrap/paint a mural on the water tower in honor of the 100th year anniversary of the Rodeo. **Motion Approved 4-0**

5.C Chamber Contract Discussion.

Lacie Dawson moved to proceed with the one-year contract with the Chamber. **Motion Approved 4-0**

The next regular meeting is scheduled for January 4 at 2:00 p.m.

6. Adjournment

With no further business, the meeting adjourned at 2:26 pm

Respectfully Submitted,
Cyndi LaChappelle-Mathis
Drafted: 12/13/2022
Approved:



AGENDA REPORT

Meeting Date:	March 1, 2023
Agenda Subject:	Tourism Report
Submitted by:	Cynthia LaChappelle-Mathis
Recommended Action or Motion:	N/A
Background/Summary:	N/A
Previous Council Action:	N/A
Analysis:	N/A
Financial Impact:	N/A

2022 Budget Expenditures

		TENTATIVE RESERVES - END OF 2021	\$369,400.00	
		Projected 2022 Revenues	\$400,000.00	
		EOY Balance incl. projected expenditures	\$445,244.25	
Fund #	Description	Appropriated	Disbursed thru 2022	Remaining
557-31-51	CLTAC Grant Funding	45,843	44,850	993
	Kittitas Valley Event Center - Patriot Night	20,697	20,697	
	Jazz in the Valley	8,546	8,546	
	Gallery One	16,600	15,608	
		45,843	44,850	
557-32-45	Visitor Information Center	61,916	68,249	-6,333
Include utilities in	January		5,281	
mothly total from	February		5,055	
557-31-47	March		6,024	
	April		3,741	
	May		4,511	
	June		7,401	
	July		4,829	
	August		5,223	
	September		7,479	
	October		5,078	
	November		6,095	
	December		7,533	
557-34-51	Website Maintenance	8,925	3,989	4,936
	January		220	
	February		0	
	March		880	
	April		0	
	May		655	
	June		350	
	July		0	
	August		0	
	September		942	
	October		0	
	November		942	
	December		0	
557-34-51-000-001	Collateral Materials	5,250	4,686	564
	January		2,812	
	February		74	
	March		106	
	April		649	
	May		120	
	June		565	
	July		120	
	August		120	
	September		120	
	October		120	
	November		120	
	December		591	
557-33-41	Marketing & Advertising	191,397	189,235	2,162
	January		11,143	
	February		6,621	
	March		19,266	
	April		13,756	
	May		17,089	
	June		22,641	
	July		14,114	
	August		16,314	
	September		20,974	
	October		13,358	
	November		10,727	
	December		23,231	
557-36-41-000-001	5 Year Strategic Plan			
557-36-41	Administration (City)	825	759	66
	Daily Record Ads		431	
	Utilities - S. Interchange Water Bill		329	
594-35-35*	Signage	10,000	20,577	-10,577
*change in account number per Holli Conti		10,000		3,502
	Adv Digital PO #127469		20,577	
	PAID to COE CWU Banner payment +\$7,075	7,075		
594-57-63	Capital		0	0
Totals		324,156	332,345	-8,189

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	2022	% Diff
Nov	Jan	14,169	18,388	16,119	14,276	18,221	16,968	17,754											32,474	35,253	23,787	36,439	53.19%
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	34,260	83.12%
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	28,797	29.56%
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	32,367	28.83%
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	42,788	28.01%
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	50,226	27.83%
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	73,669	62.90%
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	55,965	74,579	33.26%
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	64,747	81,367	25.67%
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	67,762	77,160	13.87%
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	69,683	79,311	13.82%
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	51,284	64,062	24.92%
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	517,230	675,026	
% Difference		10.62%	3.89%	7.63%	3.13%	11.77%	17.11%	2.46%	-8.63%	5.79%	-1.57%	5.44%	9.82%	5.35%	6.10%	8.25%	7.97%	-3.94%	9.03%	-38.85%	46.34%		
																			578,016	353,445	-38.85%		

2023 Budget Expenditures

		TENTATIVE RESERVES - END OF 2021	\$369,400.00	
		Projected 2022 Revenues	\$400,000.00	
		EOY Balance incl. projected expenditures	\$421,335.12	
Fund #	Description	Appropriated	Disbursed thru 2022	Remaining
557-31-51	CLTAC Grant Funding	67,240		67,240
		0		
557-32-45	Visitor Information Center	64,252	0	64,252
Include utilities in mothly total from 557-31-47	January			
	February			
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51	Website Maintenance	9,100	0	9,100
	January			
	February			
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51-000-001	Collateral Materials	7,350	0	7,350
	January			
	February			
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-33-41	Marketing & Advertising	189,298	0	189,298
	January			
	February			
	March			
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-36-41-000-001	5 Year Strategic Plan			
557-36-41	Administration (City)	825	0	825
	Daily Record Ads			
	Utilities - S. Interchange Water Bill			
594-35-35*	Signage	10,000	6,000	4,000
	EagleSigns PO #129302		6,000	
594-57-63	Capital		0	0
Totals		348,065	6,000	342,065



AGENDA REPORT

Meeting Date:	March 1, 2023
Agenda Subject:	New Member Recruitment
Submitted by:	Cynthia LaChappelle-Mathis
Recommended Action or Motion:	N/A
Background/Summary:	N/A
Previous Council Action:	N/A
Analysis:	N/A
Financial Impact:	N/A



AGENDA REPORT

Meeting Date: March 1, 2023

Agenda Subject: Discussion and Appointment for the County Lodging Tax Subcommittee for Disputes

Submitted by: Cynthia LaChappelle-Mathis

Recommended Action or Motion: N/A

Background/Summary: N/A

Previous Council Action: N/A

Analysis: N/A

Financial Impact: N/A

Attachments:

[CLTAC Dispute Board Member Nomination.docx](#)

Municipality: _____

LTAC Member to Serve on the CLTAC Dispute Resolution
Committee: _____

Alternate: _____



AGENDA REPORT

Meeting Date:	March 1, 2023
Agenda Subject:	Discussion and Appointment of 100th Year Rodeo Anniversary Mural
Submitted by:	Cynthia LaChappelle-Mathis
Recommended Action or Motion:	N/A
Background/Summary:	N/A
Previous Council Action:	N/A
Analysis:	N/A
Financial Impact:	N/A