



CITY OF ELLENSBURG

Minutes of Lodging Tax Advisory Committee, Regular Meeting

Date of Meeting

May 3, 2023

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, Marie Smith, Lacie Dawson and Steve Townsend (remotely), Gemma Fortier (in person).

Absent: None

Also present in person: Cyndi LaChappelle-Mathis, Executive Assistant and Matt Anderson, Director of Tourism.

2. Approval of Minutes

Lacie Dawson moved to approve the April 5, 2023 minutes as presented. **Motion approved 5-0.**

3. Correspondence and Public Comment

None

4. Unfinished Business

4.A. Tourism Report

Matt provided three copies of ads which will appear on social media which will focus on beer, wine, and arts and galleries. The farmers market will be starting in May for both Ellensburg and Roslyn. The Chamber will be doing a Rodeo themed call to business to promote tourism. Matt reviewed the analytics and reported traffic to the site was ~ 20K visitors which is down a bit, but page views are up.

4.B. Revenues and Expenses

Information acknowledged and discussed.

5. New Business

Other: Cyndi gave an update on the Rodeo mural project.

The next meeting is scheduled for June 7, 2023.

6. Adjournment

With no further business, the meeting adjourned at 2:12 pm

Respectfully Submitted,

Cyndi LaChappelle-Mathis
Drafted: 5/3/2022
Approved: