

CITY OF ELLENSBURG
AGENDA
Council Conference Room or via
Join Zoom Meeting
[https://us02web.zoom.us/j/87292971205?](https://us02web.zoom.us/j/87292971205?pwd=SEFEZjVnOTZXYTNLSWhTRzBDR3F1dz09)
[pwd=SEFEZjVnOTZXYTNLSWhTRzBDR3F1dz09](https://us02web.zoom.us/j/87292971205?pwd=SEFEZjVnOTZXYTNLSWhTRzBDR3F1dz09)

Wednesday, June 7, 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](#)
[5-3-2023 Minutes.pdf](#)
[Lodging Tax Minutes Sp Mtg 5-24-23.pdf](#)

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 [Revenues and Expenses](#)
[LTAC Expenses 6-7-2023.pdf](#)
[LTAC Revenues 6-7-2023.pdf](#)

5. NEW BUSINESS

6. ADJOURNMENT



AGENDA REPORT

Meeting Date: June 7, 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:

[5-3-2023 Minutes.pdf](#)

[Lodging Tax Minutes Sp Mtg 5-24-23.pdf](#)



CITY OF ELLENSBURG

Date of Meeting

Time of Meeting

Place of Meeting

Minutes of Lodging Tax Advisory Committee, Regular Meeting

May 3, 2023

2:00 PM

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:



CITY OF ELLENSBURG

Date of Meeting

Time of Meeting

Place of Meeting

Minutes of Lodging Tax Advisory Committee, Special Meeting

May 24, 2023

2:00 PM

Council Conference Room 501 North Anderson Street

Ellensburg, WA 98926

And remotely via Zoom

1. Call to Order and Roll Call

Present in Person: Adam Winn, Marie Smith, Gemma Fortier and Steve Townsend

Absent: Lacie Dawson

Also present in person: Cyndi LaChappelle-Mathis, Executive Assistant, Brad Case, Parks & Recreation Director, Matt Anderson, Director of Tourism and one member of the public.

2. Approval of Minutes

No discussion. Minutes will be approved at the next meeting Regular Meeting.

3. Correspondence and Public Comment None

4. Unfinished Business None

5. New Business

5.A. Presentation by Brad Case, Parks & Recreation Director regarding proposed project which LTAC needs to be informed of and endorsed by.

Steve Townsend moved to approve endorsement of the project presented by Brad Case for funding through the Tourism Related, Small Scale Municipality-Owned Capital Projects and Operation program offered by Kittitas County.

Motion Approved 4-0

6. Adjournment

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

Respectfully Submitted,
Cyndi LaChappelle-Mathis
Drafted: 5/24/2023
Approved:



AGENDA REPORT

Meeting Date:	June 7, 2023
Agenda Subject:	Tourism Report
Submitted by:	Cynthia LaChappelle-Mathis City Manager Department
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: June 7, 2023

Agenda Subject: Revenues and Expenses

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 Expenses 6-7-2023.pdf](#)
[LTAC Revenues 6-7-2023.pdf](#)

2023 Budget Expenditures

TENTATIVE RESERVES - END OF 2022 \$420,000.00
 Projected 2023 Revenues \$686,000.00
 EOY Balance incl. projected expenditures \$746,853.78

Fund #	Description	Appropriated	Disbursed thru 2023	Remaining
557-31-51	CLTAC Grant Funding	53,321	391	52,931
	Laughing Horse Arts Foundation	3,835		3,835
	Kittitas Valley Event Center - Patriot Night	25,000		25,000
	Gallery One	15,000		15,000
	Eburg Rodeo Hall of Fame	934	391	544
	The Patch at Jensen Farms	3,500		3,500
	Junk-tiquen in the Burg	5,052		5,052
557-32-45	Visitor Information Center (VIC)	64,252	27,615	36,637
	January		5,855	
	February		6,203	
	March pre 2023 exp		7,003	
	March		5,279	
	April		3,276	
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51	Website Maintenance	9,100	944	8,156
	January		0	
	February		0	
	March		469	
	April		475	
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-34-51-000-001	Collateral Materials	7,350	3,979	3,371
	January		591	
	February		199	
includes pre 2023 exp	March pre 2023 exp		2,494	
	March		561	
	April		134	
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-33-41	Marketing & Advertising	189,298	70,358	118,940
	January		7,267	
	February		15,050	
includes pre 2023 exp	March pre 2023 exp		15,078	
	March		17,886	
	April		15,077	
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
557-30-41-001-000	Tourism - Rodeo Mural & Stipends	25,000	1,500	23,500
	Rodeo Mural Stipends		1,500	
557-36-41	Administration (City)	825	328	497
	Daily Record Ads		221	
	Utilities - S. Interchange Water Bill		107	
100-165-557-35-35*	Signage	10,000	6,504	3,496
	EagleSigns PO #129302		6,000	
	EagleSigns PO #130331 (tax)		504	
594-57-63...	Capital		0	0
	Totals	359,146.22	111,619	247,527

Lodging Tax Revenues

Tax Collected	Month Received	2001	2002	2003	2004	2005	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	% 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	41,671	14.36%
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	29,598	-13.61%
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	26,580	-7.70%
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	32,185	-0.56%
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		-100.00%
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	50,226		-100.00%
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		-100.00%
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		-100.00%
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		-100.00%
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		-100.00%
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		-100.00%
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		-100.00%
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	130,034	
% 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%	30.51%	-80.74%	
																			578,016	353,445	517,230	675,026	130,034	

[https://g3coe-my.sharepoint.com/personal/lachappellec_ci_ellensburg_wa_us/Documents/Desktop/\[Copy of Leave Tracking Template.xls\]](https://g3coe-my.sharepoint.com/personal/lachappellec_ci_ellensburg_wa_us/Documents/Desktop/[Copy of Leave Tracking Template.xls])Lisa