

MONROE LODGING TAX ADVISORY COMMITTEE MINUTES NOVEMBER 17, 2015

CALL TO ORDER AND ROLL CALL

The November 17, 2015, Lodging Tax Advisory Committee meeting was called to order by Chairperson Geoffrey Thomas, Mayor, at 5:03 p.m., Council Chambers, City Hall.

Committee members present: Mayor Geoffrey Thomas, Una Wirkebau – Monroe Chamber of Commerce, Doug Hobbs – High Road Promotions/Evergreen Speedway, Bill Shin – Guesthouse Inn and Suites.

Staff members present: Pamela Baker, Executive Assistant

APPROVAL OF MINUTES

The motion was made by LTAC Member Wirkebau and seconded by LTAC Member Hobbs, to approve the August 11, 2015 meeting minutes. On vote,

Motion carried 4-0.

The motion was made by LTAC Member Wirkebau and seconded by LTAC Member Hobbs, to approve the October 6, 2015 meeting minutes. On vote,

Motion carried 4-0.

Mayor Thomas moved to make a motion to amend the LTAC minutes to remove Hartt from LTAC Members Wirkebau's name. The motion was moved by LTAC Member Wirkebau and seconded by LTAC Member Shin. On vote,

Motion carried 4-0.

DISCUSSION OF APPLICATIONS

Discussion ensued regarding the submittals and the budget amount for 2016, Parks expenses, Pro Wakeboard tour, Mastercraft, and Tri Monroe, Destination Brochure, 2016 LTAC estimated budget, Downtown Monroe Association and if it would be appropriate to fund the DMA this year as they are a new organization and working on becoming a 501c3 organization. Additional information was provided at the meeting:

1. Actual expenses incurred at past Tri-Monroe triathlons and Pro Wakeboard events.
2. A sample contract for Marketing and Tourism Promotion Services.
3. Lodging Tax revenue and expense history and projections

LTAC Member Wirkebau motioned to approve the Destination Brochure ask of \$3,000. LTAC Member Hobbs seconded the motion.

Discussion ensued regarding the order of importance for distribution of funds, events which attract people, having a surplus versus not having a surplus, and if there is a surplus left the additional money would not be used to promote Monroe.

LTAC Member Wirkebau withdrew her motion to approve the Destination Brochure.

LTAC Member Wirkebau moved to motion approving the Destination Brochure in the amount of \$3,000, the Mastercraft Pro Wakeboard Tour in the amount of \$4,000, the USA Triathlon Tri-Monroe in the amount of \$5,000, and the Monroe Chamber of Commerce in the amount of \$55,000. LTAC Member Shin moved to accept the motion, and LTAC Member Hobbs seconded the motion. On vote,

Motion carried 4-0.

LTAC MEETING SCHEUDLE

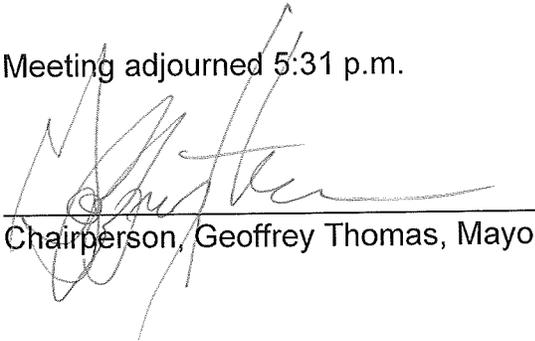
There will be no follow-up meeting scheduled. The LTAC grant recommendations will be forwarded to the Council for a vote.

ADJOURNMENT

The motion was made by LTAC Member Hobbs, and seconded by LTAC Member Shin, to adjourn the meeting. On vote,

Motion carried 4-0.

Meeting adjourned 5:31 p.m.



Chairperson, Geoffrey Thomas, Mayor



Staff Liaison, Pam Baker