

MONROE LODGING TAX ADVISORY COMMITTEE MINUTES AUGUST 15, 2018

CALL TO ORDER AND ROLL CALL

The August 15, 2018 Lodging Tax Advisory Committee meeting was called to order by Chairperson Geoffrey Thomas, Mayor, at 5:31 p.m., Snohomish Fire District #7, Station #31, Training Room.

Committee members present: Mayor Geoffrey Thomas, Mike Buse – Monroe Chamber of Commerce, Doug Hobbs – High Road Promotions/Evergreen Speedway, Elmer Kim – Evergreen Inn & Suites

Staff members present: Becky Hasart, Finance Director.

APPROVAL OF MINTUES

Motion: Approve the April 11, 2018 minutes. Hobbs/Kim. Motion passed 4-0.

PRESENTATION OF 2019 APPLICATION REQUESTS

The following presentations were made to the board for 2019 funding requests:

Mike Farrell – Monroe Parks Depart. Destination Event Brochure
Mike Farrell – Monroe Parks Depart. Nautique WWA National Wakeboard staff support
Mike Farrell – Monroe Parks Depart. USA Triathlon TriMonroe staff support
Yvonne Gallardo-Van Ornam – Monroe Chamber of Commerce Video Advertising
Yvonne Gallardo-Van Ornam – Monroe Chamber of Commerce Tourism operations
Yvonne Gallardo-Van Ornam – Monroe Chamber of Commerce ChooseMonroe.com
Yvonne Gallardo-Van Ornam – Monroe Chamber of Commerce Fair Days Parade
Yvonne Gallardo-Van Ornam – Monroe Chamber of Commerce Music in the Park
Gary Bee – Sky Valley Trout's Kids Fishing Day at Lake Tye
Chris Bee – Monroe Historical Society Historic Monroe Quest App
Pam Baker – City of Monroe Choose Monroe Magazine
Pam Baker – City of Monroe Mobile Visitor Information Center
Pam Baker – City of Monroe Print Advertising
Patty Glenn – Downtown Monroe Assn Young Professional Week
Patty Glenn – Downtown Monroe Assn Marketing
Patty Glenn – Downtown Monroe Assn Hoedown
Patty Glenn – Downtown Monroe Assn Merrily in Monroe

DISCUSSION REGARDING 2019 APPLICATION REQUESTS

After presentations, discussion ensued regarding the funding requests. (Funding request matrix attached.)

Motion: Recommend full funding to the City Council for Monroe Parks Department Nautique WWA National Wakeboard (\$4,000), Monroe Parks Department USA Triathlon TriMonroe (\$5,000), and Sky Valley Trout's Kids Fishing Day at Lake Tye (\$3,000). Buse/Kim. Motion passed 4-0.

Motion: Recommend full funding to the City Council for the Chamber of Commerce Fair Days Parade (\$3,286). Kim/Hobbs. Motion passed 4-0.

Motion: Recommend funding up to \$8,000 to the City Council for the Chamber of Commerce Music in the Park. Moved by Hobbs. No second received.

Motion: Recommend to the City Council the following applications at the following amounts for funding:

Monroe Parks Dept. Destination Event Brochure	\$ 5,000
Downtown Monroe Association Young Professional Week	\$ 3,000
Downtown Monroe Association Downtown Marketing	\$ 3,000
Downtown Monroe Association Merrily in Monroe	\$ 5,000
City of Monroe Choose Monroe Magazine	\$10,000
City of Monroe Print Advertising	\$ 6,672
Monroe Chamber of Commerce Chamber Tourism Promotion	\$51,468
Monroe Chamber of Commerce www.Choosemonroe.com	\$10,000
Monroe Chamber of Commerce Music in the Park	\$ 8,000

Buse/Hobbs. Motion passed 4-0.


DISCUSSION REGARDING NEXT STEPS

Mayor Thomas directed staff to inform the applicants of tonight's recommendations and next steps. Miss Hasart will present the funding recommendations to Council in September. If approved, the contracts will be executed for each funding request. The Lodging Tax Advisory Board will not meet again until April 2019 unless the City Council sends any requests back to the board for further discussion. It was the consensus of the board that in April 2019 the board will discuss criteria to use for scoring future funding requests.

ADJOURNMENT

Motion: Move to adjourn. Buse/Kim. Motion carried 4-0.

The LTAC meeting was adjourned at 7:54 p.m.



Geoffrey Thomas, Mayor, Chairperson



Becky Hasart, Finance Director