

Kirkland Lodging Tax Advisory Committee (LTAC)

September 2, 2010

8:00 – 9:00 a.m.

Kirkland City Hall, Council Chambers

Present: Jac Cooper, Ryan Noel, Luanne Erikson, Penny Sweet (Chair), Julie Huffman (staff), Ellen Miller-Wolfe (staff).

Absent: Les Utley, Dan Meyer, Shirley Day

Call to Order

Meeting called to order at 8 a.m.

Review of the Agenda

Website update was removed from the agenda. Staff will send out website design so LTAC can review and comment on it.

Approval of Minutes

Minutes from the August 3, 2010 meeting were reviewed. Staff discussed whether the LTAC's preference is for more detailed minutes or just summary minutes. Motion to approve by Ryan Noel and approved by all.

Criteria for LTAC grants next year

The committee discussed the various ways that cities utilize their LTAC funds. It reviewed the requirements Kirkland has for receiving LTAC grants—that events must prove that they used the funds for marketing (historically). The committee would like a better defined process for dispersing grant funds, so both the committee and applicants are clear on the criteria and process.

It reviewed Olympia's process, and compared it with the cover letter that was sent to applicants in Kirkland. Olympia's guidelines require applicants to be non-profit or government agencies. The committee discussed the merits of limiting funding to non-profits. It agreed that the main criteria should remain the impact of the event on tourism. However, a second criteria can be how the event gives back to the community. There are many ways to define this, beyond non-profit status. The committee would like that definition to be left to the applicants. Committee would like to allow the absent members to provide input on the non-profit issue before making a final decision.

Another criteria is whether the event has a sound business plan. Committee wants to ensure the funds are a good investment for the City. Staff will draft a change to the application cover letter, to include the request for a business plan and to better state that the LTAC will give priority to funding events that are on the shoulder season. The criteria around the branding study may not be as helpful. Staff will e-mail the proposed changes to the group to gather feedback and have a refined draft at the next meeting.

LTAC Schedule 2010-2011

Historically LTAC has met primarily to determine funding for events, and to establish the budget. This committee may want to meet more often. For example, the EDC would like to meet 3 times per year with LTAC. Another possibility to consider is whether this committee wants to further pursue the Woodinville connection? That would change the scope of the committee beyond managing the LTAC money and getting more involved in tourism programming. One concern is whether that is more than this committee can do. Ellen reported that staff is available to reach out and try to make these connections, and already does.

The committee would like another LTAC meeting to determine the criteria and process for the grant process next year, and to meet with Woodinville Wine Country contact to discuss furthering that relationship.

LTAC meeting adjourned at 9:15

