

Kirkland Lodging Tax Advisory Committee (LTAC)

March 18, 2010

Special Meeting Minutes

8:00 – 9:00 a.m.

Kirkland City Hall, Council Chambers

Present: Shirley Day, Jac Cooper, Ryan Noel, Luanne Erikson, Les Utley, Penny Sweet (Chair), Julie Huffman (staffmember), Ellen Miller-Wolfe (staffmember)

Approval of Meeting Minutes

LTAC reviewed the minutes from the February 9th meeting, Les made a motion to approve them, Ryan seconded, motion carried. The Committee reviewed the minutes from the February 23rd meeting, Les made a motion to approve them, Ryan seconded, motion carried.

Introduction of Frause Marketing consultants

Christina Starr and Krista Hildebrand present from Frause. Christina specializes in media relations and marketing for the tourism and hospitality field. Krista notes that Frause is unique in its specialty of Economic Development marketing. Frause reviewed their scope of work.

CNN Opportunity

Ellen Miller-Wolfe reported that an independent producer had presented an opportunity to create a video and offer exposure on several networks. Stakeholders were invited (Chamber of Commerce, Heathman, Woodmark, Argosy, Kirkland Uncorked, and Woodinville representatives) to discuss this possibility. The group was concerned that there was no certainty that it would meet their needs, so did not move forward with this option. However there may be similar opportunities. LTAC would like to partner with Woodinville and highlight the wine industry. The Committee decided to set up a meeting with Woodinville wine interests to include Luanne, Penny and Ryan.

CNN is doing a story of the 1982 Little League World Series at the Crab Cracker restaurant. Shirley will find the contact information so that we can follow up on this.

Budget Overview

Julie Huffman reviewed the monthly cashflow statement, showing that the revenue and expenses are on target with what was estimated. The committee clarified that 1% of hotel taxes are imposed and collected locally.

Neil Kruse presented that the City is forecasting that 2010 revenue will be the same as 2009. Staff would like feedback from the committee on the amount of money that will be designated for outside agency funding for next year. LTAC should have a discussion regarding the criteria used to determine who gets funds and how much. Committee reviewed the RCW that defines tourism activities. The committee would like a further discussion regarding the tier system. Meeting concluded at 10:09.