



**Lodging Tax Advisory Committee  
Meeting  
February 26, 2019 – 10:00 AM  
Council Chambers  
MINUTES**

**I. CALL TO ORDER**

The meeting was called to order at 10:06 am by Chairwoman Nancy Backus.

In attendance: Mayor Nancy Backus, Bob Fraser, Christian Faltenberger, Reggie Matto

Excused Absence: Andy Cho, Susan Roberts

Unexcused Absence: Aman Ghag

Staff present: Doug Lein, Economic Development Manager; Lorraine Chachere, Tourism Coordinator; Tanya Carter, Economic Development Coordinator.

**II. APPROVE NOVEMBER MEETING MINUTES**

Committee Member Faltenberger motioned to approve the November Meeting minutes. Committee Member Fraser seconded the motion.

MOTION PASSES UNANIMOUSLY 4 – 0.

**III. OLD BUSINESS**

**1) JANUARY 2019 FINANCIALS**

The January 2019 Financials were presented in a new format prepared by Finance as requested by Chairwoman Backus.

Board Member Faltenberger inquired as to who develops the tourism marketing plan and marketing. Manger Lein responded that Coordinator Carter would come up with it. There is a Creative Team within the City that reviews and comes up with the creative and messaging. It is with the recommendations of the Tourism Board that analyzes the data and reports that approves how to use the operating funds.

**2) AUBURN ADVENTURE FILM FESTIVAL REPORT**

A report on the attendance, content, and financials of the 2019 inaugural Auburn Adventure Film Festival was presented by Coordinator Chachere. She informed the Committee that the Auburn Tourism Board had authorized up to \$35,000 for a 2020 Auburn Adventure Film Festival. The only availability for 2020 at the Auburn Avenue Theater is January 17-19 and February 21-23. Because the



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festival was designed to highlight Downtown Auburn and surrounding businesses, we are limited to these dates.

Discussion followed with suggestions on how to increase hotel stays by including events at hotels, arranging for film debuts that would yield a group of family and friends of filmmakers, and marketing in select locales that would yield an overnight stay.

**3) Q4 2018/Q1 2019 ADVERTISING CAMPAIGN REPORT**

The performance reports generated by Sermo for the ad campaign were presented and discussed.

**4) 2019 LODGING TAX GRANT APPLICATIONS UPDATE**


Coordinator Chachere informed the Committee the Tourism Board wished to open up the application period until the first week of April and will hold a Special Meeting to review applications and make a recommendation to the LTAC for their next meeting. It was asked why a previous recipient, was not recommended by the ATB that the Seattle Parrot Expo be granted funding again. Coordinator Chachere responded that the Tourism Board wished to review more applicants before making a final recommendation for funding. Board Member Faltenberger indicates there is no reason not to fund it.

Committee Member Faltenberger motioned to approve \$2,000 to the Seattle Parrot Expo. Committee Member Fraser seconded the motion.

MOTION PASSES UNANIMOUSLY 4 – 0.

Chairwoman Backus called City Attorney Gross to inquire if this recommendation would need to go before a Study Session prior to the Council Meeting as Resolution 5411 will go before Council next week. City Attorney Gross verified that the recommendation to fund the Seattle Parrot Expo would be able to be added to the Council meeting to be considered at the next Council meeting as part of Resolution 5411.

Committee Member Faltenberger motioned to open the 2019 grant application process until April 4<sup>th</sup>. Committee Member Fraser seconded the motion.

	<p style="text-align: center;"><b>Lodging Tax Advisory Committee Meeting February 26, 2019 – 10:00 AM Council Chambers MINUTES</b></p>
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MOTION PASSES UNANIMOUSLY 4 – 0.

**IV. NEW BUSINESS**

**ELECT VICE CHAIR FOR 2019**

Board Member Fraser nominated Vice Chair Faltenberger to serve as Vice Chair for 2019. Board Member Matto motioned for Vice Chair Faltenberger to serve as Vice Chair. Board Member Fraser seconded the motion.

MOTION PASSES UNANIMOUSLY 4 – 0.

**V. NEXT LTAC MEETINGS**

- Wednesday, April 10, 2019
- Wednesday, November 13, 2019

**VI. ADJOURNMENT**

There being no further business to discuss or conduct, the meeting adjourned at 11:20am.

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MAYOR NANCY BACKUS, CHAIR

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LORRAINE CHACHERE, TOURISM COORDINATOR