

Attachment A

City of Bothell

Lodging Tax Advisory Committee (LTAC) Meeting Notes

November 15, 2022

Call to Order

The hybrid meeting began at 10:06 am.

Roll Call

PRESENT: Councilmember Zornes, Chair; Cathy Lalley; Nancy Pipinich, Bob Sulkosky

EXCUSED: Quynh Pham, Laura Lilley

STAFF: DeNae McGee, Tourism Manager; Nik Stroup, Parks Director

Approval of Agenda

Sulkosky moved to accept the November 15, 2022 Agenda. Lalley seconded. Motion passed unanimously.

Public Comment

There was no public comment.

Special Presentation

There was no special presentation.

New Business Items

1. Sulkosky moved to approve the October 18, 2022 Minutes. Lalley seconded. Motion passed unanimously.
2. LTAC welcomed new committee member Bob Sulkosky. Bob thanked everyone and talked about his background both in the hospitality industry and other Lodging Tax Advisory Committees.
3. Staff gave an overview of the brand, website, and contract with Streetsense Consulting to bring Sulkosky up to speed. Staff reported that they submitted a 2023/2024 proposed budget for Council consideration back in September which included \$200,000 per year for Streetsense Consulting. Staff requested LTAC's support in this decision after going over the fund balance activity of both revenue from hotel/motel taxes and expenses to date. LTAC felt confident with the fund balance and supported moving forward with presenting for Council's consideration of a two-year contract with Streetsense Consulting on December 13 for \$400,000.

Old Business

There was no Old Business.

Reports from Staff

1. Staff is working on a contract for 2023 Passports to Taste with Woodinville Wine Country. The contract has not been finalized, but it currently includes 150 Passports, opportunities to promote Sip and Stay and Begin at Bothell through their website and e-newsletter, and use of the Official Stay Partner logo on their website and e-newsletter. The contract is \$7,000 and includes an option to purchase additional Passports in increments of 40 if hotels run out before December 31, 2023.

Reports from Members

There were no general comments or reports other than staff asked if garland is not available to string with the lights before Thanksgiving, how LTAC would like to proceed. Pipinich would like all lights and garland in place before the Tree Lighting Ceremony on December 3.

LTAC has elected to not meet in December, but may meet in January.

Adjournment

Sulkosky moved to adjourn. Lalley seconded. Motion passed unanimously. The meeting ended at 10:55am.

