

Town of Friday Harbor

LODGING TAX ADVISORY COMMITTEE

April 8, 2009 at 12:00 P.M.

Chair Brooks called the April 8, 2009 meeting of the Lodging Tax Advisory Committee (LTAC) in the Town Council Chambers at 12:00 p.m.

Members Present: Carrie Brooks, Liz Illg, Lori Petersen, David Pass, Jim Smith, and Greg Zervas. Laura Saccio was not present.

Others Present: Amy Taylor and Deborah Hopkins (Visitors Bureau Executive Director)

Chair Brooks introduced Councilmember Liz Illg.

Review of Funding Process

LTAC discussed the process used to determine funding for the 2009 grant cycle and feedback that was received. Zervas stated that LTAC shouldn't deviate too far from the process that was determined in 2009. Illg requested that LTAC make its presentation to the Town Council by October.

RFP Schedule

LTAC discussed the schedule for the 2010 funding process. LTAC's goal is to review the final packet materials by June 2009, advertise by July 2009 and make recommendation by September/October 2009.

Review of Available Funding

LTAC discussed whether to disburse the \$28,000 reserve remaining in the hotel/motel lodging tax fund; purpose for retaining a reserve in said fund; and amount disbursed for the 2009 grant cycle.

Petersen stated that if disbursed, funds should go to the highest ranked applicants that were denied funding for the 2009 funding cycle. Zervas stated that the funds should remain in the reserve. Smith stated funds should go to the Designated Marketing Organization (DMO) or consult with the Town's DMO if disbursed. Pass stated that the amount of funds for 2010 are uncertain at this point. Brooks stated that LTAC should consider a special RFP for the promotion of the 2010 Olympics.

Illg motioned and Petersen seconded that LTAC allocate \$110,000 for 2010 funding. Following discussion of the estimated funding, the motion was withdrawn.

Promotion

Chair Brooks invited Deborah Hopkins to describe the Visitors Bureau's marketing campaign. Hopkins described the marketing ads and services that the Visitors Bureau will provide in 2009 and actual costs for other types of marketing. Additionally, Hopkins educated LTAC on the allowable marketing for the 2010 Olympics. Discussion followed regarding allocating additional funds to the Visitors Bureau for additional marketing in 2009. No action was taken.

Minutes

Moved by David Pass, seconded by Jim Smith to adopt the minutes of October 8, 2009 and October 9, 2008. Motion passed 5-0 with Saccio absent and Illg abstaining.

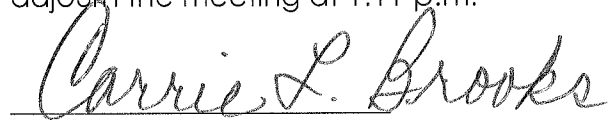
Future Agenda Items

Smith requested that the LTAC discuss use of the first 2% Hotel/Motel. Discussion followed.

Petersen requested that the LTAC review the "steps" of the disbursement process.

Adjourn

LTAC will meet again on April 29, 2009 at 12:00. Moved by Illg, seconded Pass,by to adjourn the meeting at 1:11 p.m.



Carrie L. Brooks, Chair

Summary of the minutes submitted by Amy Taylor.

Town of Friday Harbor

LODGING TAX ADVISORY COMMITTEE

August 26, 2009 at 12:00 P.M.

Chair Brooks called the August 26, 2009 meeting of the Lodging Tax Advisory Committee (LTAC) in the Town Council Chambers at 12:00 p.m.

Members Present: Carrie Brooks, Lori Petersen, David Pass, Jim Smith, and Greg Zervas. Liz Illg and Laura Saccio were not present.

Others Present: Amy Taylor

Guests Present: SJC Councilman Rich Peterson

Joint Tourism Promotion Plan

SJC Councilman Rich Peterson was invited to describe a joint long range plan proposal for tourism promotion between the Town and County. Mr. Peterson projected that the Town and County will collectively spend 4 million dollars over the next 10 years for the purpose of tourism promotion. To that end he suggested that the Town and County open dialogue to ensure that funding is granted in a manner that does not overlap and develop a long range plan to ensure that both sources of funding are expended to their maximum investment capacity. Discussion followed regarding the latest funding cycle, processes, schedules, priorities and nuisances between the Town and County LTAC grant programs.

Hotel Motel (Stadium) Funding

The LTAC discussed the potential use of the "first 2% Hotel Motel Tax" for other projects aside from bathrooms. Chair Brooks noted that the SJI Agricultural Guild has proposed that the Town Council partially fund a permanent sustainable Farmer's Market in the amount of \$400,000. Said funding could come from the first 2% Hotel Motel Tax. Discussion followed regarding other uses for said funding. The topic will be added to a future agenda.

Funding Allocation

The LTAC discussed the allocation of grant funding. The LTAC previously had voted to allocate \$100,000 for promotion grant funding during the April 29, 2009 meeting. The LTAC reviewed the current budget and projections by the Town Treasurer which estimated a cash balance of \$96,700 ending in December 2009. Ms. Taylor noted that the trend for 2009 matches that of 2004. Clerk Taylor noted that a special request for proposals may be issued if additional unexpected funding becomes available.

The majority of the LTAC decided to allocate \$95,000 in second 2% Hotel Motel Grant Funding.

Meeting Schedule

The LTAC discussed the upcoming meeting schedule for September to hear presentations and develop a funding recommendation for the Town Council as follows:

- Wednesday, September 9, 2009 (continued meeting)
- Thursday, September 10, 2009 (adjournment)
- Wednesday, September 16, 2009 (if necessary)
- Wednesday, September 23, 2009 (if necessary)
- Thursday, September 24, 2009 (if necessary)

Minutes

Moved by Pass, seconded by Petersen, to adopt the minutes of April 29, 2009. Motion passed 5-0 with Saccio and Illg absent.

2010 Funding Process

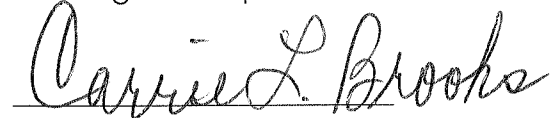
The LTAC reviewed the 2010 funding process. Ms. Taylor suggested that the LTAC determine which applications will and will not receive funding before making individual funding recommendations. This will enable the LTAC to delete the "Point/Share" portion of the funding recommendation process. Ms. Taylor distributed the applications.

Future Agenda Items

Jim Smith expressed approval of Councilmember Peterson's statements regarding improved communication between the Town and County LTACs and thanked the Visitors Bureau for services they provide.

Adjourn

LTAC will meet again on September 9, 2009 at 12:00. Chair Brooks adjourned the meeting at 1:08 p.m.



Carrie L. Brooks, Chair

Summary of the minutes submitted by Amy Taylor.

LODGING TAX ADVISORY COMMITTEE

April 29, 2009 at 12:00 P.M.

Chair Brooks called the April 29, 2009 meeting of the Lodging Tax Advisory Committee (LTAC) in the Town Council Chambers at 12:00 p.m.

Members Present: Carrie Brooks, Liz Illg, Lori Petersen, David Pass, Jim Smith, and Greg Zervas. Laura Saccio was not present.

Others Present: Amy Taylor

Hotel Motel (Stadium) Funding

The LTAC discussed the potential use of the "first 2% Hotel Motel Tax" for other projects aside from bathrooms. Chair Brooks stated that she would bring the issue to the Town Council for revisitation and explained that previously the Council came to a consensus that said monies would remain in the Capital Reserve Fund for the purpose of funding the construction and maintenance of Public Restrooms Facilities; and can not be used for tourism promotion. Discussion followed regarding if there the Town had a "goal amount".

Funding Allocation

The LTAC discussed the allocation of grant funding.

Moved by Illg, seconded by Zervas, to preliminarily recommend the allocation of \$100,000 for promotion grant funding. Motion passed 6-0 with Saccio absent.

The LTAC will revisit the recommended allocation in September once the available amount of funding is determined.

2010 Application

The LTAC reviewed the 2010 application packet and recommended changes to criteria.

Moved by Petersen, seconded by Illg, to adopt the recommended change to the #5 criteria. Motion passed 6-0 with Saccio absent.

Clerk Taylor will make the changes and distribute the packets to the public.

Minutes

Moved by Illg, seconded by Pass, to adopt the minutes of April 8, 2009. Motion passed 6-0 with Saccio absent.

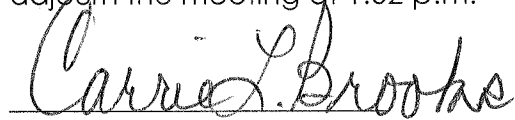
Future Agenda Items

Liz Illg updated the LTAC on the proposal to designate the county a Maritime National Heritage Area.

Greg Zervas suggested that in terms of "Tourism Facilities" that the FH Aquarium be enhanced with a glass "bubble".

Adjourn

LTAC will meet again on May 20, 2009 at 12:00. Moved by Pass, seconded by Smith, to adjourn the meeting at 1:02 p.m.



Carrie L. Brooks, Chair

Summary of the minutes submitted by Amy Taylor.

LODGING TAX ADVISORY COMMITTEE

September 9, 2009 at 12:00 P.M.

Chair Brooks called the September 9, 2009 meeting of the Lodging Tax Advisory Committee (LTAC) in the Town Council Chambers at 12:00 p.m.

Members Present: Carrie Brooks, Lori Petersen, David Pass, Jim Smith, Greg Zervas, Liz Illg and Laura Saccio.

Others Present: Amy Taylor and applicants

Minutes

Moved by Pass, seconded by Zervas, to adopt the minutes of August 26, 2009. Motion passed 4-0 with Saccio and Illg abstaining.

Allocation of Funding

Chair Brooks reiterated that the total allocation of grant funding for the 2010 cycle amounts to \$95,000. Per inquiry, Clerk Taylor reporting on State mandated reporting requirements.

Presentations by Applicants

Discussion, inquiry and presentations ensued with the following Applicants.

San Juan Island Visitors Bureau: Requested \$87,000 for operations, marketing and promotion as the designated marketing organization.

San Juan Historical Museum: Requested \$3,910 for marketing and promotion of the museum and targeted advertising using online and print brochures.

Whale Museum: Requested \$8,030 for marketing and promotion of the WM's activities and "Double Days at the Whale Museum".

WSU Extension: Requested \$2,950 for update, printing and distribution of the Farm Products Guide for San Juan Island and Friday Harbor.

San Juan Island Museum of Art: Requested \$3,400 for public art in the form of functional art benches.

San Juan Island Art Studio Tour: (Not present.) Requested \$2,875 for promotion of annual event.

Island Hopper Transportation: (Not present.) Requested \$18,000 for operation of a transit company.

San Juan Island Chamber of Commerce: Requested \$20,000 for operations of the Visitor Information Center; and \$6,000 for marketing and promotion of 3 annual events.

Eligibility of Applications

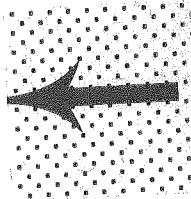
Chair Brooks called for discussion and rating of applications. Liz Illg disclosed that she had consulted with some of the applicants through her business, "Non-Profits Unlimited". The LTAC did not feel that Liz Illg had a conflict of interest. Due to time constraints, the LTAC opted to continue the discussion of the eligibility of applications to September 10, 2009.

Adjourn

LTAC will meet again on September 10, 2009 at 12:00. Chair Brooks continued the meeting at 1:03 p.m.

Carrie L. Brooks, Chair

Summary of the minutes submitted by Amy Taylor.



TOWN OF FRIDAY HARBOR
LTAC RECOMMENDATIONS FOR 2010 HOTEL MOTEL GRANT FUNDING

9 applications were received for 2010 funding. List of abbreviations and original application amounts:

SJI Chamber-Promotion (CMBR-VIS)	\$20,000	Whale Museum (WM)	\$8,030
SJI Chamber-Visitor Cntr (CMBR-PRO)	\$6,000	WSU Extension (WSU)	\$2,950
Visitors Bureau (VB)	\$87,000	Museum of Art (IMA)	\$3,400
SJ Historical Museum (SJHM)	\$3,910	SJI Art Studio Tour (AST)	\$2,875
		Island Hopper Transportation (IHT)	\$18,000

Step 1: Score the applications and determine total points

Min. 25 pts required for consideration

	Carrie Brooks	Liz Illg	Greg Zervas	Jim Smith	David Pass	Lori Petersen	Laura Saccio	Points
CMBR-VIS	44	35	50	36	30	33	45	39
CMBR-PRO	37	38	50	38	26	36	41	38
VB	45	39	50	50	46	36	50	45
SJHM	32	26	25	30	36	27	34	30
WM	32	33	1	48	37	35	42	33
WSU	31	26	5	26	21	21	34	23
IMA	20	13	0	6	18	14	20	13
AST	32	26	26	37	25	24	30	29
IHT	29	8	3	12	16	7	21	14
Total Points								263

Points are determined by averaging the scores of the individual applications.

Total Points will be used to determine the share price, if necessary.

AST and IHT did not meet criteria.

Step 2: Determine recommended funding

	Carrie Brooks	Liz Illg	Greg Zervas	Jim Smith	David Pass	Lori Petersen	Laura Saccio	Recommend
CMBR-VIS	\$ 12,500	\$ 10,000	\$ 17,000	\$ 4,750	\$ 6,000	\$ 10,000	\$ 6,000	\$ 9,464
CMBR-PRO	\$ 2,000	\$ 6,000	\$ 5,000	\$ 3,000	\$ 2,000	\$ 3,000	\$ 2,000	\$ 3,286
VB	\$ 72,500	\$ 66,490	\$ 72,000	\$ 80,750	\$ 80,000	\$ 75,000	\$ 87,000	\$ 76,249
SJHM	\$ 1,000	\$ 3,000	\$ 1,000	\$ 1,000	\$ 3,000	\$ 2,500	\$ -	\$ 1,643
WM	\$ 5,000	\$ 5,510	\$ -	\$ 5,500	\$ 3,000	\$ 3,000	\$ -	\$ 3,144
WSU	\$ 1,000	\$ 2,000	\$ -	\$ -	\$ -	\$ 1,000	\$ -	\$ 571
IMA	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
AST	\$ 1,000	\$ 2,000	\$ -	\$ -	\$ 1,000	\$ 500	\$ -	\$ 643
IHT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Base Recomm								\$ 95,000

LTAC set the total disbursement of funds @ \$95,000.

Recommended funding is an average of the individual scores.

Town of Friday Harbor

LODGING TAX ADVISORY COMMITTEE

September 10, 2009 at 12:00 P.M.

Chair Brooks called the continued meeting of September 9, 2009 meeting of the Lodging Tax Advisory Committee (LTAC) to order in the Town Council Chambers at 12:00 p.m.

Members Present: Carrie Brooks, Lori Petersen, David Pass, Jim Smith, Greg Zervas, Liz Illg and Laura Saccio.

Others Present: Amy Taylor and applicants.

Conflict of Interest Issue

The LTAC discussed the conflict of interest issue presented by one of the applicants regarding member Laura Saccio serving on the board of the SJI Visitors Bureau. Briefly, in 2007 the members determined that because the representative to the designated marketing organization does not derive personal gain from any funding awarded and because the body serves only in an advisory capacity to the Town Council, there is no conflict of interest. Further, at the time the members determined that it benefits the Town to have such a representative. Laura Saccio addressed the applicant.

Allocation of Funding

LTAC discussed the total amount of funding to be allocated for 2010 from the hotel/motel lodging tax fund. LTAC members took turn voicing their scoring/ratings of the applications. Island Hopper Transportation and Island Museum of Art did not meet funding criteria of 25 points.

	Carrie Brooks	Liz Illg	Greg Zervas	Jim Smith	David Pass	Lori Petersen	Laura Saccio	Points
CMBR-VIS	44	35	50	36	30	33	45	39
CMBR-PRO	37	38	50	38	26	36	41	38
VB	45	39	50	50	46	36	50	45
SJHM	32	26	25	30	36	27	34	30
WM	32	33	1	48	37	35	42	33
WSU	31	26	5	26	21	21	34	23
IMA	20	13	0	6	18	14	20	13
AST	32	26	26	37	25	24	30	29
IHT	29	8	3	12	16	7	21	14
Total Points								263

Moved by Illg, seconded by Pass, to not fund the application by submitted by Island Hopper Transportation and Island Museum of Art (Sculpture Park). Motion passed unanimously.

LTAC members took turn voicing their recommended funding allocations. Clerk Taylor tallied and averaged the individual funding allocation recommendations.

Moved by Saccio, seconded by Zervas to recommend the following funding allocations as follows. Motion passed unanimously.

	Carrie Brooks	Liz Illg	Greg Zervas	Jim Smith	David Pass	Lori Petersen	Laura Saccio	Recommend
CMBR-VIS	\$12,500	\$10,000	\$17,000	\$4,750	\$6,000	\$10,000	\$6,000	\$9,464
CMBR-PRO	\$2,000	\$6,000	\$5,000	\$3,000	\$2,000	\$3,000	\$2,000	\$3,286
VB	\$72,500	\$66,490	\$72,000	\$80,750	\$80,000	\$75,000	\$87,000	\$76,249
SJHM	\$1,000	\$3,000	\$1,000	\$1,000	\$3,000	\$2,500	\$	\$1,643
WM	\$5,000	\$5,510	\$	\$5,500	\$3,000	\$3,000	\$	\$3,144
WSU	\$1,000	\$2,000	\$	\$	\$	\$1,000	\$	\$571
IMA	\$	\$	\$	\$	\$	\$	\$	\$
AST	\$1,000	\$2,000	\$	\$	\$1,000	\$500	\$	\$643
IHT	\$	\$	\$	\$	\$	\$	\$	\$
Base Recommendation								\$95,000

LTAC set the total disbursement of funds @ \$95,000.

Recommended funding is an average of the individual scores.

Non Agenda Items

Liz Illg requested that the promotion brochures by the applicants include a map of Friday Harbor and prominently mention the Town.

Chair Brooks requested that members add a "legal" section to their LTAC binders.

LTAC discussed the meeting schedule for the remainder of the year. **LTAC consensus that no further meetings were needed for 2009.**

Adjourn

Chair Brooks adjourned the meeting at 12:56 p.m. LTAC will meet again on in 2010 for a date yet to be determined.

Carrie L. Brooks, Chair

Summary of the minutes submitted by Amy Taylor.

