

The City of Everett Lodging Tax Advisory Committee met January 9, 2017, 12:00 a.m. in the Everett City Council chambers.

Those in attendance: Council Vice President / LTA Chair Cassie Franklin, Melissa Springer, Kristy Kentch and Deb Williams.

Budget Chair Jeff Moore and Committee member Glenda Anderson absent.

1 position vacant due to resignation of Theresa Harris.

No public attended.

Welcome and introductions. The committee reached out to a couple of Hotels and are currently waiting to hear back. Encouraged anyone wishing to apply please go on line and apply.

Chair Franklin discussed last year's grant recipients and their events. Total Grant awards last year was \$150,000 which was up from 2015 award of \$139,000. This year Grant allocations will be allocated \$300,000. A press release was sent out last week encouraging those interested to apply.

Committee discussed long term obligations. Those include \$150,000 for the multipurpose facility, \$150,000 for the City of Everett Tourism Promotion and \$300,000 for grant allocation.

Discussion followed regarding the Everett Tourism Promotion. Committee was very pleased with last year's work on the perks card, and the willingness by Carol Thomas to make and changes. She was also commended for reaching out and finding what works and improvements could be made. They are asking for an Overview on what the plan is on the coming year? They would like that in bullet point strategy on what Carol Thomas will be doing this year (similar to what she provided last year). Chair Franklin is asking if she would please send it to her.

Discussion followed comparing this year to last year's actuals.

Changes to 2017 Hotel Motel Application on page 7 asking to include list of any other city funding. Discussion regarding monies being available for production as well as marketing.

Motion made by Melissa Springer and 2nd by Kristy Kentch with all voting in favor to approve long term expenditures.

- Committee member Glenda Anderson called in and also voted in favor of long term expenditures.

Discussion followed regarding what was successful and what new events may or may not meet application guidelines.

Future meetings discussed. Upcoming meetings set for February 8 and February 15 starting at 12:00 p.m. Committee will receive the applications scanned on February 2 following the February 1, 2017 5 p.m. deadline.

- Committee member Anderson is not available for February 15, 2017 meeting.

Meeting was adjourned at 12:31 p.m.