

Chelan County Lodging Tax Advisory Committee

Meeting Minutes

October 28, 2021

Opening

The regular meeting of the Chelan County Lodging Tax Advisory Committee was called to order at 1:00 P.M. on October 28, 2021 by Commissioner Gering.

Present

Cathy Mulhall, County Administrator

Tiffany Gering, Commissioner - District 3

Taylor Boyd, Bavarian Lodge

Eric Featherstone, Wapato Point Resort

Jerri Barkley, Wenatchee Valley Chamber

George Velazquez, TREAD

Steve Maher, Run Wenatchee & Our Valley, Our Future - *Via Zoom*

Troy Campbell, Leavenworth Chamber – *Via Zoom*

Jeana Steiner, Chelan Valley Farms – *Via Zoom*

Chuck Schuringa, Sleeping Lady Mountain Resort

Approval of Minutes

Upon motion and second by Jerri Barkley and Troy Campbell, the board unanimously approves the minutes as presented.

Open Issues Discussion

1. Fiscal Agent MOU
 - a. Proposal to acquire Savor Central WA
2. Funding Recommendation Process
 - a. Requests less than \$5,000, LTAC members will approve or deny by consensus; no presentation will be needed.-*With the exception of Chambers.*
 - b. Request over \$5,000, they will be asked to do a 10 minute presentation of scope of work on November 3rd, 2021.
 - c. Cancelled events; any remaining fund balance shall be returned to LTAC. *Notice of cancellation must be submitted to the committee for records.*
 - d. Capital Improvement Funding; Application will not be reviewed at this time
3. Goals & Priorities
 - a. Use of Lodging Tax Revenue Funding
 - b. Data Collection & Reporting Recommendations
 - c. Self-Sufficiency Plan for events/funding events in perpetuity?
 - d. Marketing Partnerships
4. Review 2022 LTAC Applications – *Presentation Request*

- a. Cashmere Chamber of Commerce - \$4,000 (In addition to 2% received from LTAC) – *Ask to Present*
 - b. Cashmere Community Concerts - \$10,000 Wenatchee Bluegrass event – *Ask to Present*
 - c. Cashmere Museum & Pioneer Village - \$24,000 – *Ask to Present*
 - d. Contract Bridge League - \$5,000 - *Ask to Present*
 - e. Hispanic Business Professional Association of the Inland Northwest – Tacos & Mariachi Festival - \$47,159 – *Ask to Present*
 - f. Lake Chelan Wine Alliance - \$45,000 – *Ask to Present*
 - g. Lake Chelan Wine & Jazz Festival - \$75,000 – *Ask to Present*
 - h. Lavender Art Festival - \$25,000 – *Ask to Present*
5. Review 2022 LTAC Applications – *Approved by Consensus*
- a. Lake Chelan Arts Festival - \$5,000 –
 - b. Chelan County Expo - \$40,000 – LTAC agrees to award \$20,000 by consensus
 - c. Leavenworth Village Voices - \$3,000 –
 - d. Manson Apple Blossom - \$8,000 –
 - e. Leavenworth Summer Theater - \$15,000–
 - f. Stehekin Heritage Guide Book - \$3,500 –
 - g. Two Rivers Medieval Fair - \$4,000
 - h. Leavenworth Museum - \$12,000
 - i. WA State Autumn Leaf Festival – \$15,000–
 - j. The Wellness Place - \$25,000–
 - k. The Wenatchee Valley Museum & Cultural Center – \$20,000
 - l. Wenatchee River Institute Bird Fest - \$3,400-
 - m. Chelan Douglas Land Trust – trail system improvements - \$15,000

Adjournment

Meeting was adjourned at 3:00 P.M. by Commissioner Gering. The next meeting will be at 1:00 P.M. on December 9, 2021 at 400 Douglas Street, Suite #201 Wenatchee, WA 98801.