

Chelan County Lodging Tax Advisory Committee

Meeting Minutes

June 23, 2021

Opening

The regular meeting of the Chelan County Lodging Tax Advisory Committee was called to order at 10:00 A.M. on June 23, 2021 by Commissioner Gering.

Present

Tiffany Gering, Commissioner - District 3
Chuck Churinga, Sleeping Lady Mountain Resort
Taylor Boyd, Bavarian Lodge
Eric Featherstone, Wapato Point Resort
Jenna Steiner, Chelan Valley Farms
Jerri Barkley, Wenatchee Valley Chamber
Steve Maher, Run Wenatchee & Our Valley, Our Future
George Velazquez, TREAD
Troy Campbell, Leavenworth Chamber

Open Issues Discussion

- Estimated funds distribution
- Expenses and funding decisions
 - a) LTAC Application – Review
- Marketing strategies
 - a) Social Media
 - b) WA Playground
 - c) Web Site
 - d) T.V Streaming
- Strategic Planning, Long - Term
 - a) Grant Program
 - b) Branding
 - c) Marketing Focus
- Frequency of LTAC/WA Playground meetings:
 - a) Monthly – 4th Thursday

Adjournment

Meeting was adjourned at time by Commissioner Gering. The next meeting will be at 1:00 P.M. on July 22, 2021 in 400 Douglas Street, Suite #201 Wenatchee, WA 98801.