

Chelan County Lodging Tax Advisory Committee

Meeting Minutes

Thursday, February 27, 2025

Opening: The meeting is called to order by Chairman Shon Smith at 1:09 P.M. The following Committee Members are present:

Shon Smith, District 1 Commissioner
Taylor Boyd, Bavarian Lodge
Chuck Schuringa, Sleeping Lady Mountain Resort
Troy Campbell, Leavenworth Chamber
Steve Maher, Our Valley Our Future
George Velazquez, TREAD

Also present for meeting:

Jerri Barkley, Visit Chelan County
Ron Cridlebaugh, Chelan County Director Economic Services
Nicole Thompson, Chelan County Budget Director
Ashley Sinner, Visit Wenatchee
Mat Lyons, TREAD

Public Comment Period:

Ashley Sinner, Visit Wenatchee, request for \$5,000 additional LTAC Event Funds for Rails & Ales zero waste program

Action: Upon motion by Taylor Boyd and second by Chuck Schuringa the Meeting Minutes for January 23, 2025 are unanimously approved.

Discussion

Ron Cridlebaugh, Report from Cashmere Chamber meeting

- All new board members
- Would appreciate help with board development, but too early to make a formal request
- Want to develop & staff a tourist information center
- Jerri Barkley commented that Visit Chelan County would like to offer help with the Cashmere website

2025 Event Grants

Visit Wenatchee: Rails & Ales requesting additional funds.

Action: Motion by Troy Campbell to supplement the contract to \$8K for TV screen and the zero waste program. Second by Chuck Schuringa. Motion passes unanimously.

Capital Grants

- Discussion regarding emergency Capital requests outside of the grant cycle.
 - Have to prove a true emergency
 - Requests should be made to Commissioner Smith to vet
- CD Land Trust, fund reappropriation request of 2024-2025 Grant.

Action: Taylor Boyd made a motion to reallocate the capital grant money from engineering design to the vault toilet installation. George Velazquez second. Motion passes unanimously.

- Pay in advance model vs reimbursement model
Does payment in advance of LTAC funds conflict with no public gifting? Ron to reach out to Prosecuting Attorney's office for clarification

Troy Campbell, Leavenworth Chamber presentation

Asks \$90,000 to staff 2 full time seasonal employees for 4-6 months and 2 part time seasonal employees for 3-4 months to expand their Volunteer Trail Ambassador program. Expansion aims to provide additional resources due to reduction in key US Forest Service personnel.

Action: Steve Maher made a motion to approve \$90,000 special funding for Leavenworth Chamber Ambassador program, Taylor Boyd seconded. Motion passes.

Jerri Barkley, Visit Chelan County update

Now has a board:

Sean Lynn, Chair - owner of Love Leavenworth (Leavenworth)

Tom Pettigrew, Vice Chair - owner Amos Rome Winery (Manson)

Creighton Hilstad, Secretary – owner Henry Harrow (Entiat)

Nicole Thompson, Treasurer - Chelan County Budget Director

Shane Wilder – Owner Icicle TV (Leavenworth)

Christie Wilder – Ski Plain (Plain)

Andrew Peterson – Independent Warehouse (Dryden)

Burke Bordner – Slidewaters (Chelan)

Shiloh Burgess (Sunnyslope)

3:10 P.M. Meeting Adjourned