

Chelan County Lodging Tax Advisory Committee

Meeting Minutes

Thursday September 18, 2025

Opening: The meeting is called to order by Chairman Shon Smith at **1:04 P.M.** The following Committee Members are present:

Shon Smith, District 2 Commissioner
Christie Wilder, Plain Valley Ski Trails
Angela Morris, Chelan Douglas Land Trust
Tony Medina, Marina's Edge Resort
Stephen Maher, Our Valley Our Future / Run Wenatchee

Also present for meeting:

Jerri Barkley, Visit Chelan County
Ron Cridlebaugh, Chelan County Director Economic Services
Mat Lyons, TREAD
Renee Swearingen, Mayor of Entiat
Kelly Kreuger, volunteer coordinator for the Entiat Ambassador program

Public Comment Period:

None

Action: Upon motion by Christie Wilder and second by Angela Morris the Meeting Minutes for August 28, 2025 were approved unanimously.

Discussion

Presentation by Renee Swearingen, Entiat Chamber of Commerce with Mat Lyons of TREAD and Kelly Kreuger regarding Chelan County Recreational Ambassador pilot program in Entiat. Ambassador locations were

- Columbia Breaks / 10 weekends / 218 interactions
- Entiaqua / 7 weekends / 376 interactions
- Entiat City Park Day Use Area / 10 weekends/ 1518 interactions

Program Benefits

- Pomas Fire Updates with Maps/QR codes
- Borrow a life Jacket partnership with WS Parks & Boating + Chelan County PUD
- CC Sheriff connections for additional river safety patrols on the river
- Fish & Wildlife connection for fishing season info
- Discovered the city park boat launch QR code didn't work and therefore was bringing in zero revenue

Future of the Chelan County Ambassador Program?

- Last weekend of June to Labor Day is the sweet spot for having the program in place in Entiat
- Suggestions to have ambassadors in Olalla Canyon for 3-4 weeks (April/May) for wildflowers.

Scoring rubric for upcoming grant cycle – Steve noted that the criteria were Event centric. Recommended having a separate scoring criteria for Marketing requests.

ByLaws – further discussion regarding Meetings. Move them to TREAD office where they have an owl allowing for online meetings. Clarifying words needed in Point 3, Quorum/Voting. Rev 3 will be presented at next meeting.

Framework – reviewed a spreadsheet with projected collections for 2025 & 2026, and moved percentages around to understand actual financial impacts.
Also discussed the use of Reserves. How much should be retained as min Reserve? What is/should be the overage be spent on?

3:16 P.M. Meeting Adjourned