



LODGING TAX ADVISORY COMMITTEE

JULY 22, 2021 SPECIAL MEETING MINUTES

DATE: July 22, 2021
TIME: 11:00 AM – 11:30 AM
LOCATION: Join Zoom Meeting
<https://zoom.us/j/93352757315>
Call-in: (253) 215-8782
Meeting ID: 933 5275 7315

Call to Order: by Mayor Kit Kuhn at 11:10a

Present: Jannae Mitton; Warren Zimmerman; James Karrer; John Moist; Tourism and Communications Director Laura Pettitt; Interim City Administrator Tony Piasecki; Finance Director Dave Rodenbach

Absent: Sue Braaten; MaryDesMarais; Jenny Wellman

- Review 2021 LTAC Grant approach, provide feedback
 - Supporting Materials: 2021 Budget YTD spend, 2021 LTAC Grant Proposal
 - Laura Pettitt reports on the outcomes of 2021 LTAC Grant Application structure of spending \$125k in total, up from \$30k, with a grant cap of \$20k per application. Review of four categories of LTAC fund spending. Proposal to apply 25% of total budget to each of the four categories, which puts us at approx. \$125k for 2022 LTAC grants.
 - Update from MRSC on what grant funds can apply to – nonprofit only, does it include for-profit businesses
 - Review of fund overage – Blue Ribbon Committee; understaffed department; COVID directive not to encourage tourism during lockdown
 - Focus on sustainability, fair application of budget funds to each of the four categories; and high focus on return on investment – retaining the events and organizations that make our destination great, and encouraging innovation through new events.
 - Report on other funding mechanisms available to nonprofits through the city
 - In 2020, only \$75k was awarded, not spent due to COVID; in 2019 – only \$22k.
 - Discussion – Warren Zimmerman on 25% of budget to administrative costs – why is that so low as opposed to past years – Laura Pettitt responded that we are working to balance the budget and spend equally in the four categories, where as we had underspent on DMO costs and overspent on certain tourism marketing costs, we were not spending in the right ways. Administrative costs should never have been at 50% of the budget.
 - **Motion to Approve** maintaining the 2021 grant structure for 2022, with exception of the percentages present to the committee: Mayor Kit Kuhn;
 - **Seconded:** Warren Zimmerman
 - **Vote in favor:** Jannae Mitton, James Karrer, John Moist, Warren Zimmerman
 - **Those opposed:** N/A
- **Motion to adjourn:** Jannae Mitton
- **Seconded:** John Moist

Adjourn at 11:38a

Next Regular Meeting: August 12, 2021

