



Monroe Lodging Tax Advisory Committee Meeting
Wednesday, August 21, 2019, 5:30 P.M.
Council Chambers, City Hall

1. Call to Order
2. Roll Call
3. Approval of Minutes
 - Approval of LTAC April 17, 2019 minutes – page 2
4. Presentations for 2020 application requests – page 4
5. Discussion regarding proposed 2020 applications
 - a. Review available funding – verbal report
 - b. Review 07/25/19 Letter from Economic Development Advisory Board – page 5
6. Discussion regarding next steps (if needed)
7. Adjourn

MONROE LODGING TAX ADVISORY COMMITTEE MINUTES APRIL 17, 2019

CALL TO ORDER AND ROLL CALL

The April 17, 2019 Lodging Tax Advisory Committee meeting was called to order by Chairperson Geoffrey Thomas, Mayor, at 5:37 p.m., Monroe City Hall, Council Chambers.

Committee members present: Mayor Geoffrey Thomas, Mike Buse – Monroe Chamber of Commerce, Doug Hobbs – High Road Promotions/Evergreen Speedway

Staff members present: Deborah Knight, City Administrator and Becky Hasart, Finance Director

APPROVAL OF MINTUES

Motion: Approve the August 15, 2018 minutes. Hobbs/Buse. Motion passed 3-0.

LODGING TAX FINANCIAL REPORT

Ms. Hasart presented the financial reports, to include 2018 year end results, 2019 first quarter receipts, and 2020 funding projections (attached).

DOWNTOWN MONROE ASSOCIATION/ECONOMIC DEVELOPMENT ADVISORY BOARD UPDATE

Ms. Hasart gave an update on the Downtown Monroe Association relating to their respective 2019 awards. Ms. Knight gave an overview of the Economic Development Advisory Board's (EDAB) efforts regarding wayfinding signs and geo-fencing (wayfinding examples attached). Discussion ensued regarding the ability to use lodging taxes to fund both efforts.

DISCUSSION REGARDING 2020 APPLICATION PROCESS, PRIORITIES, AND TIMELINE

Ms. Hasart facilitated discussion regarding process and priorities and informed the committee that the EDAB would like to assist with suggestions on priorities for tourism spending which would also align with economic development efforts. The 2020 funding cycle timeline was reviewed and accepted with one change. The meeting originally scheduled for August 14, 2019 has been changed to August 21, 2019.

DISCUSSION REGARDING UPCOMING BOARD APPOINTMENTS

Ms. Hasart asked if current committee members were willing to be reappointed for another one year term. All were amenable.

ADJOURNMENT

Motion: Move to adjourn. Hobbs/Buse. Motion carried 3-0.

The LTAC meeting was adjourned at 6:16 p.m.

Geoffrey Thomas, Mayor, Chairperson

Becky Hasart, Finance Director

2020 Lodging Tax Requests

Applicant	#	Type of Request	Complete Application	Lodging Tax Eligible	Title	Amount	Off Season Request	Past Funding
Monroe Historical Society	1	Promotion/Marketing	Y	Y	Historic Monroe Advertising	\$ 2,325.00	N/A	Y
Sky Valley Trout Unlimited	2	Special Event	Y	Y	Kid's Fishing Day at Lake Tye	\$ 3,000.00	Y	Y
Sky Valley Performing Arts	3	Special Event	Y	Y	A Christmas Carol & Treasure Island	\$ 6,000.00	Y	N
Monroe/Sky Valley YMCA	4	Special Event	Y	Y	Corks & Kegs	\$ 25,000.00	N	N
COM - Parks Department	5	Promotion/Marketing	Y	Y	Destination Event Brochure	\$ 6,500.00	N/A	Y
COM - Parks Department	6	Special Event	Y	Y	Nautique WWA National Wakeboard	\$ 4,000.00	N	Y
COM - Parks Department	7	Special Event	Y	Y	USA Triathlon TriMonroe	\$ 5,000.00	N	Y
COM - Parks Department	8	Capital	X	X	Portable Restroom Trailer System	\$	N/A	N
COM - Administration	9	Promotion/Marketing	Y	Y	Choose Monroe Magazine	\$ 25,000.00	N/A	Y
COM - Administration	10	Promotion/Marketing	Y	Y	Print Advertising	\$ 5,500.00	N/A	Y
Monroe Chamber of Commerce	11	Promotion/Marketing	Y	Y	Outside City Tourism Promotion	\$ 1,843.00	N/A	N
Monroe Chamber of Commerce	12	Operations	Y	Y	Chamber Tourism Promotion	\$ 56,549.00	N/A	Y
Monroe Chamber of Commerce	13	Promotion/Marketing	Y	Y	www.ChooseMonroe.com	\$ 1,200.00	N/A	Y
Monroe Chamber of Commerce	14	Special Event	Y	Y	Monroe Fair Days Parade	\$ 3,831.00	N	Y
Monroe Chamber of Commerce	15	Special Event	Y	Y	Music in the Park	\$ 8,335.23	N	Y
						\$ 154,083.23		



July 25, 2019

To: Lodging Tax Advisory Committee Members

RE: LTAC Recommendations for the 2020 Cycle

Dear Committee Members,

The Economic Development Advisory Board would like to propose the following recommendations for your consideration for the 2020 selection process. These recommendations are based off the priorities that were adopted by the Economic Development Advisory Board in 2018 which then were also adopted by Council. The following are the recommendations:

1. Prioritize events and activities scheduled for the shoulder season (Oct-April)
2. Prioritize experiences that make Monroe worth a special trip
3. Emphasize Monroe to include its charming historic character, pleasant street environment, and eclectic mix of restaurants and shops
4. Update citywide street banners

Thank you for your consideration. If you have any questions, please contact Pam Baker at pamb@monroewa.gov.

Heather Rousey

Allan Dye

Sally King

James Stayton

Mike Buse

Bridgette Tuttle

Katy Woods

**THE ADVENTURE
STARTS HERE!**

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