



Moses Lake Lodging Tax Advisory Committee

Committee Members: Chair – Ryann Leonard | Debbie Doran-Martinez | Tim Molitor | Cale Russell | Leslie Ramsden

November 20, 2018 at 8:30 AM

Call to Order – 8:30 am

Roll Call

Consent Agenda

All items listed below are considered to be routine and will be enacted by one motion. There will be no separate discussion of these items unless a Board member requests specific items to be removed from the Consent Agenda for discussion prior to the time the Board votes on the motion to adopt the Consent Agenda.

1. Approval of Minutes – October 10, 2018
2. Updated Budget/Available Funds (with reserve funds listed as separate line item)

New Business

3. Review of Councilmembers' Funding Recommendations (Spreadsheet) – Chair Leonard
4. Introduction of new City PIO position and funding thereof – Chair Leonard

Review of 2018 Lodging Tax Funding Applications Approved / Returned for Review by Council:

- ❖ \$358,000 – Amount Designated for allocation at 10/10/18 LTAC meeting.
 - ❖ \$ 38,000 – Funding Approved by Council at 10/23/18 meeting.
 - ❖ \$ 25,000 – Amount designated for 25% of new PIO position.
 - ❖ \$ 15,000 – Amount designated for PIO Start-Up Marketing Budget.
 - ❖ \$288,000 – Current balance remaining for allocation, per 10/10/18 LTAC meeting.
5. Organization Name: Basin Gym Booster
Event: Eastern Washington State Sectionals Gymnastics Meet
 - **\$20,000 Requested**
 - **\$10,000 LTAC Recommendation of 10/10/18**
 - **\$10,000 Approved by Council on 10/23/18**

6. Organization Name: Moses Lake Spring Festival
Event: Moses Lake Spring Festival
 - **\$48,000 Requested**
 - **\$30,000 LTAC Recommendation of 10/10/18**
 - **Returned for Review by Council on 10/23/18**

7. Organization Name: Moses Lake Business Association
Event: Harvest Festival
 - **\$3,000 Requested**
 - **\$0 LTAC Recommendation of 10/10/18**
 - **Returned for Review by Council on 10/23/18**

8. Organization Name: Moses Lake Business Association
Event: Ag Parade Event
 - **\$3,000 Requested**
 - **\$1,000 LTAC Recommendation of 10/10/18**
 - **\$1,000 Approved by Council on 10/23/18**

9. Organization Name: Moses Lake Business Association
Event: Holiday Tree Lighting Event
 - **\$9,000 Requested**
 - **\$2,000 LTAC Recommendation of 10/10/18**
 - **\$2,000 Approved by Council on 10/23/18**

10. Organization Name: Moses Lake Business Association
Event: Downtown Sip and Stroll
 - **\$8,000 Requested**
 - **\$1,000 LTAC Recommendation of 10/10/18**
 - **\$1,000 Approved by Council on 10/23/18**

11. Organization Name: Moses Lake Business Association
Event: Downtown Brews and Tunes
 - **\$8,000 Requested**
 - **\$4,000 LTAC Recommendation of 10/10/18**
 - **\$4,000 Approved by Council on 10/23/18**

12. Organization Name: Moses Lake Museum & Art Center
Event: October 2018 – December 2019
 - **\$35,785 Requested**
 - **\$10,000 LTAC Recommendation of 10/10/18**
 - **Returned for Review by Council on 10/23/18**

13. Organization Name: City of Moses Lake Parks and Recreation
Event: Replacement of FlowRider Surface at Surf 'n Slide Water Park
 - **\$45,000 Requested**
 - **\$0 LTAC Recommendation of 10/10/18**
 - **Returned for Review by Council on 10/23/18**

14. Organization Name: City of Moses Lake Parks and Recreation
Event: Cooperative Regional Marketing with Grant County Tourism Commission
 - **\$75,000 Requested**
 - **\$0 LTAC Recommendation of 10/10/18**
 - **Returned for Review by Council on 10/23/18**

15. Organization Name: Moses Lake Chamber of Commerce
Event: Moses Lake LEAD
 - **\$30,000 Requested**
 - **\$30,000 LTAC Recommendation of 10/10/18**
 - **Returned for Review by Council on 10/23/18**

16. Organization Name: Moses Lake Chamber of Commerce
Event: Visitor Information Center Operation 2019
 - **\$50,000 Requested**
 - **\$50,000 LTAC Recommendation of 10/10/18**
 - **Returned for Review by Council on 10/23/18**

17. Organization Name: Moses Lake Chamber of Commerce
Event: Moses Lake Freedom Fest 2019
 - **\$50,000 Requested**
 - **\$50,000 LTAC Recommendation of 10/10/18**
 - **Returned for Review by Council on 10/23/18**

18. Organization Name: Moses Lake Chamber of Commerce
Event Name: Moses Lake Advertising Campaign 2019 - \$115,000
 - **\$115,000 Requested**
 - **\$150,000 LTAC Recommendation of 10/10/18**
 - **Returned for Review by Council on 10/23/18**

19. Organization Name: Columbia Basin Allied Arts
Event Name: Premiere Season 42 - \$30,000
 - **\$30,000 Requested**
 - **\$20,000 LTAC Recommendation of 10/10/18**
 - **\$20,000 Approved by Council on 10/23/18**

20. Organization Name: Visit Washington
Event Name: Port of Moses Lake's Father's Day Airshow - \$60,000
- **\$60,000 Requested**
 - **\$0 LTAC Recommendation of 10/10/18**
 - **Returned for Review by Council on 10/23/18**
21. Organization Name: Visit Washington
Event Name: Marketing - \$75,000
- **\$75,000 Requested**
 - **\$0 LTAC Recommendation of 10/10/18**
 - **Returned for Review by Council on 10/23/18**

Recommendations to the City Council regarding funding requests

LTAC Communications and Reports

Adjournment