

MOSES LAKE LODGING TAX ADVISORY COMMITTEE
September 21, 2018

The regular meeting of the Moses Lake Lodging Tax Advisory Committee was called to order at 9:04 a.m. by Chairman Ryann Leonard in the Council Chambers of the Civic Center, 401 S. Balsam, Moses Lake, Washington.

Administrative Secretary Jynnifer Tarver called the roll. The following were present:

Committee: Chairman Ryann Leonard
Members Leslie Ramsden, Tim Molitor, Debbie Duran-Martinez, and Cale Russel
Staff: Gilbert Alvarado, Community Development Director/Deputy City Manager
Cindy Jensen, Finance Director
Spencer Grigg, Parks and Recreation Director

Action Taken: Ryann Leonard moved to remove item number four (4) from the Consent Agenda. Seconded by Debbie Duran-Martinez. The motion passed unanimously.

Item #4 Budget

Cindy Jensen reviewed in detail the financial information provided to the Committee for review. Discussion of year to date revenue, anticipated revenue, the City's 2% versus the Committee 2%, debt repayment, and continued savings for future capital expenditures took place.

During said discussion, Tim Molitor inquired about the debt repayment line item of \$56,600. The Committee presented their concerns to Gilbert Alvarado who explained that the allocation of the debt repayment is split 50/50 between the first 2% (State credit) and the second 2% (Local option) which was determined by the City Council at the time the bond was taken.

Staff explained that the motion to amend the debt repayment line item was not in the purview of this Committee.

The Committee asked if the budget included the funding previously allocated for the ballfield lighting project. Cindy Jensen explained the budget reflected that allocation. Chair Ryann Leonard requested that Spencer Grigg give an update on the project and its anticipated completion date.

Action Taken: Ryann Leonard moved to reintegrate item number four (4) to the Consent Agenda. Seconded by Debbie Duran-Martinez. The motion passed unanimously.

CONSENT AGENDA:

1. Approval of Minutes dated August 10, 2017
2. Approval of Minutes dated November 8, 2017
3. Approval of Minutes dated November 21, 2017
4. Budget / Current funds available

Action Taken: Debbie Duran-Martinez moved to approve the Consent Agenda. Seconded by Tim Molitor. The motion passed unanimously.

NEW BUSINESS:**Review of 2018 Lodging Tax Funding Applications:**

- 5. Organization Name: Basin Gym Booster
Event: Eastern Washington State Sectionals Gymnastics Meet - \$20,000**

Basin Gym Boosters is a non-profit organization that was selected to host a regional gymnastics meet in the community. There are 25 different gyms traveling from all over the area to come and compete.

There was considerable discussion by the Committee on the request. The Committee requested staff to contact the organization in order to provide revenue/expense clarification and/or additional information.

- 6. Organization Name: Moses Lake Spring Festival
Event: Moses Lake Spring Festival - \$48,000**

Moses Lake Spring Festival is a non-profit organization that offers a free four day event filled with fun entertainment, food booths, commercial booths, a carnival, a 3 on 3 basketball tournament, a moonlight parade as well as numerous downtown activities.

There was considerable discussion by the Committee on the request. The Committee requested staff to contact the organization in order to provide revenue/expense clarification and/or additional information.

- 7. Organization Name: Moses Lake Business Association
Event: Harvest Festival - \$3,000**

Moses Lake Business Association is a non-profit organization hosting a Harvest Festival in downtown Moses Lake. Families can trick or treat for Halloween in a safe environment as the streets are blocked off and multiple activities are provided such as a hay maze.

There was considerable discussion by the Committee on the request. The Committee requested staff to contact the organization in order to provide revenue/expense clarification and/or additional information.

- 8. Organization Name: Moses Lake Business Association
Event: Ag Parade Event - \$3,000**

Moses Lake Business Association is a non-profit organization hosting the Downtown Ag Parade. This parade takes place every December to celebrate and embrace the local agricultural heritage. Activities are provided for all ages.

There was considerable discussion by the Committee on the request. The Committee requested staff to contact the organization in order to provide revenue/expense clarification and/or additional information.

- 9. Organization Name: Moses Lake Business Association
Event: Holiday Tree Lighting Event - \$9,000**

The Moses Lake Business Association is a non-profit organization that hosts the holiday tree

lighting festival held downtown every November.

There was considerable discussion by the Committee on the request. The Committee requested staff to contact the organization in order to provide revenue/expense clarification and/or additional information.

**10. Organization Name: Moses Lake Business Association
Event: Downtown Sip and Stroll - \$8,000**

The Moses Lake Business Association is a non-profit organization hosting their annual Downtown Sip and Stroll event in September. This event provides participants the opportunity to walk the downtown business area while viewing local art, listening to live music, visiting breweries, and shop numerous specialty shops while wine tasting.

There was considerable discussion by the Committee on the request. The Committee requested staff to contact the organization in order to provide revenue/expense clarification and/or additional information.

**11. Organization Name: Moses Lake Business Association
Event: Downtown Brews and Tunes - \$8,000**

The Moses Lake Business Association is a non-profit organization hosting their annual Brews & Tunes downtown event in February. Participants walk the downtown business area while listening to local live bands, shop the local specialty shops, and taste local craft beers.

There was considerable discussion by the Committee on the request. The Committee requested staff to contact the organization in order to provide revenue/expense clarification and/or additional information.

**12. Organization Name: Moses Lake Museum & Art Center
Event: October 2018 – December 2019 - \$35,785**

The Moses Lake Museum & Art Center is a municipally owned tourism related facility that has served the community for over 60 years. The funding requested is to support the museum operations through interpretive planning to clarify the museum's dual art and history mission while enriching the experience of visitors and utilizing marketing and communication tools for target audiences for the supplemented funding of exhibitions in 2019.

The Committee requested further information from the Museum's Manager, Freya Liggett. Ms. Liggett attended the meeting and was able to answer all of the questions the Committee had in great detail.

There was considerable discussion by the Committee on the request.

**13. Organization Name: City of Moses Lake Parks and Recreation
Event: Replacement of FlowRider Surface at Surf 'n Slide Water Park - \$45,000**

The FlowRider at the Surf 'n Slide requires the surface to be replaced. This attraction consistently brings tourism to the community.

There was considerable discussion by the Committee on the request and it was determined that this is a capital request and could be covered by the other 2%.

14. Organization Name: City of Moses Lake Parks and Recreation
Event: Cooperative Regional Marketing with Grant County Tourism Commission - \$75,000

The City of Moses Lake and the Grant County Tourism Commission is proposing to cooperatively enhance the community tourism marketing efforts. This marketing strategy would be specific to attractions and events taking place locally versus generalized marketing. This would be marketing in addition to already established marketing.

The Committee requested clarification and additional information from applicant Spencer Grigg. He explained the intent of cooperative efforts with all current marketing campaigns and how these funds are attempting to strengthen the local advertising.

There was considerable discussion by the Committee on the request.

15. Organization Name: Moses Lake Chamber of Commerce
Event: Moses Lake LEAD - \$30,000

Moses Lake LEAD (Visionary Leadership; Economic Development; Community Advocacy; Purposeful Design) is a collaboration of community residents and business leaders with a goal of purposefully creating, planning, and building the Moses Lake of tomorrow. This effort replaces the former Vision 2020 and implements unfinished projects.

There was considerable discussion by the Committee on the request.

16. Organization Name: Moses Lake Chamber of Commerce
Event: Visitor Information Center Operation 2019 - \$50,000

This request is in support of the operation of a tourism related facility owned or operated by non-profit organizations. The visitor information provides information to those interested in the community in a variety of ways.

There was considerable discussion by the Committee on the request.

17. Organization Name: Moses Lake Chamber of Commerce
Event: Moses Lake Freedom Fest 2019 - \$50,000

The Moses Lake Chamber of Commerce hosts an annual festival beginning the first Saturday of July to celebrate the Independence Day holiday with a fireworks display, food truck rodeo, and concerts in the park. This is done in collaboration with the Moses Lake Farmer's Market, Moses Lake Business Association, Moses Lake Classic Car Club, Columbia Basin Elks, VFW, Moses Lake High School Boosters, and more.

There was considerable discussion by the Committee on the request.

18. Organization Name: Moses Lake Chamber of Commerce
Event Name: Moses Lake Advertising Campaign 2019 - \$115,000

This request is for funding for an advertising campaign to attract tourists to the community.

There was considerable discussion by the Committee on the request.

**19. Organization Name: Columbia Basin Allied Arts
Event Name: Premiere Season 42 - \$30,000**

This request is for funding assistance for their Premiere Season 42 which will assist in covering costs for the October to March productions, a new summer series, and shows that support Spring Fest and the Grant County Fair.

There was considerable discussion by the Committee on the request.

**20. Organization Name: Visit Washington
Event Name: Port of Moses Lake's Father's Day Airshow - \$60,000**

This funding request is to help organize and establish an annual air show to take place on Father's Day weekend. Marketing will be local and regional and will retain services of professionals.

There was considerable discussion by the Committee on the request.

**21. Organization Name: Visit Washington
Event Name: Marketing - \$75,000**

This request is specifically for marketing special events and festivals occurring in Central Washington as well as throughout the State of Washington.

There was considerable discussion by the Committee on the request.

Action Taken: Debbie Duran-Martinez moved to recommend the Council allocate \$400,000 for the 2019 budget. Ryann Leonard seconded the motion. The motion passed unanimously.

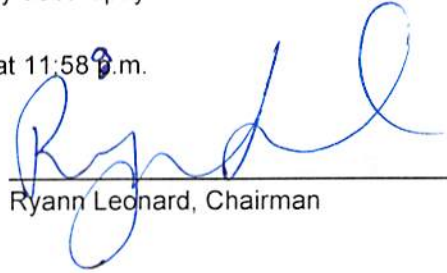
Action Taken: Tim Molitor moved that if the event has occurred before, the organization is to provide a detailed expense and revenue budget from that year and for the current ask, a detailed anticipated expense and revenue budget. This request is specific to the following applicants: the Basin Gym Booster, Moses Lake Spring Festival, Moses Lake Business Association, and the Columbia Basin Allied Arts. Said budgets should be provided to the City no later than October 5, 2018. Debbie Duran-Martinez seconded the motion. The motion passed unanimously.

LTAC QUESTIONS AND COMMENTS:

The Committee left Staff the following tasks:

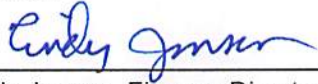
1. Schedule the next LTAC meeting for October 10, 2018 at 8:30 a.m.
2. Provide the Committee with a blank application form for review at the next meeting.
3. Staff to contact the above listed applicants requesting additional financial documentation.
4. Staff to research Bond – LTAC to continue to pay debt repayment.

ADJOURNMENT: The regular meeting was adjourned at 11:58 p.m.



Ryann Leonard, Chairman

ATTEST:



Cindy Jensen, Finance Director