



## Meeting Minutes

Lodging Tax Advisory Committee Meeting  
Thursday, October 27, 2022  
Richland City Hall ~ Council Chambers  
625 Swift Boulevard

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### Regular Meeting - 2:00 p.m.

**Committee Members:** Mayor Pro Tem Christensen and Members Gabbud, Sako, Stephens and Watkins

**Staff Liaison:** Hollie Alexander, Communications & Marketing Manager

### Call to Order/Attendance:

Committee member Gus Sako called the regular Lodging Tax Advisory Committee meeting to order at 2:04pm.

### Attendance:

Committee members, Gus Sako, Lara Watkins, Michael Gabbud and Lacey Stephens.

Also present at the meeting were: Staff Liaison, Hollie Alexander, Communications & Marketing Manager, Joe Schiessl, Deputy City Manager, Gail Everett, Communications and Marketing Specialist, Felicia Siefken, Executive Assistant, Brandon Allen, Finance Director, and Evgeniya Petyuk, Accountant.

**Public Comments:** none

### Approval of Minutes: (Approved by Motion)

- 1. Approval of the November 21, 2021, Lodging Tax Advisory Committee Meeting Minutes.
  - Laura Watkins moved to approve the meeting minutes and Lacey Stephens seconded the motion. Motion carried 4-0.

### Budget Overview:

- 2. 2022 Lodging Tax Fund Balance Overview - Hollie Alexander, Communications & Marketing Manager
  - 2022 Budget as of September 30, 2022, Ms. Alexander provided an overview of the 2022 funds to date and the amount projected through 2023.

### 2022 Event and Project Summary to Date: Hollie Alexander, Communications & Marketing Manager

- Ms. Alexander, provided an overview of the 2022 events to date.

### 2023 Hotel/Motel Grant Applications:

- 3. Art in the Park - Brandie Saint-Claire
  - Requested amount was \$8,000. The recommendation was \$8,000.
- 4. BASS Nat'l West Regional Championships - Stan Johnson
  - Requested amount was \$7,500. The recommendation was \$7,500.
- 5. CIP Badger Ice Age Floods Interpretive Trail - David Comstock
  - Requested amount was \$238,000. The recommendation was \$238,000.

6. CIP COR Fitness Court - Jon Amundson, City Manager
  - Requested amount was \$305,000. The recommendation was \$305,000.
7. CIP COR-BID Improvements - Lynne Follett, Economic Development Specialist
  - Requested amount was \$60,000. The recommendation was \$60,000.
  - **Discussion:** Gus Sako recused himself from this item due to conflict of interest as an Uptown Business owner.
8. CIP Red Mountain Event Center - Eric VanWinkle
  - Requested amount was \$284,000. The recommendation was \$0.
  - **Discussion:** The event location being outside of COR is a concern and legality is in question. Recommend a workshop to specify more clearly the jurisdiction of capital improvement facilities. Develop concrete criteria prior to the 2024 application process.
9. CIP Tri-City Kart Track - Chris O'Neill
  - Requested amount was \$204,000. The recommendation was \$0.
  - **Discussion:** Grantee has received approximately \$500,000 in the past few years from the hotel/motel grant funds. Data provided did not show a significant increase in lodging.
10. Tri-Cities GeoCoin Challenge - Jen Davis
  - Requested amount was \$7,500. The recommendation was \$7,500.
11. Live @ 5 - Jennifer Little
  - Requested amount was \$10,000. The recommendation was \$5,000.
  - Discussion: Data provided did not show tourism benefit outside of our region enough to justify full amount.
12. NorthAmericaTalk - Jacob Luplow
  - Requested amount was \$28,000. The recommendation was \$0.
  - Discussion: Could not provide data to determine results of effort.
13. Red Mountain Event Center/Tri-City Raceway - Eric VanWinkle
  - Requested amount was \$100,913.50. The recommendation was \$15,000.
  - Discussion: Will provide seed money to assist with outside the region marketing for main events.
14. Richland Regatta - April Morgan
  - Requested amount was \$17,500. The recommendation was \$17,500.
15. See3Slam - Terry Marie Fleischman
  - Requested amount was \$10,000. The recommendation was \$10,000.
16. Shakespeare in the Park - Emily Richman
  - Requested amount was \$5,000. The recommendation was \$1,500.
  - Discussion: Committee reviewed budget and according to the criteria, 1,500 is 30% of overall budget.
17. Special Olympics - Donna Lindsay
  - Requested amount was \$10,000. The recommendation was \$10,000.

**18. Tumbleweed Festival - Katrina Knight**

- Requested amount was \$5,000. The recommendation was \$5,000.

**19. Tri-Cities Water Follies, Columbia Cup and Air Show - Mark Williams**

- Requested amount was \$15,000. The recommendation was \$15,000.

**20. Winter Wonderland Festival of Lights - Julie Jackson, Recreation & Facilities Manager**

- Requested amount was \$3,500. The recommendation was \$3,500.

**21. Wild West Bass Trail - Dominic Falcinelli**

- Requested amount was \$15,000. The recommendation was \$15,000.

Laura Watkins moved to approve the grant recommendations as specified above. Lacey Stephens seconded the motion. Motion carried 4-0.

**Adjournment:** Gus Sako adjourned the meeting at 3:40pm

Approved: Terry Christensen  
Council Liaison Christensen

Minutes Prepared By: Gail Everett  
Gail Everett, Communications & Marketing Specialist

**Date Approved:** October 26, 2023