



MINUTES

Lodging Tax Advisory Committee Meeting
Thursday, October 26, 2023
Richland Council Chamber
625 Swift Boulevard

Lodging Tax Advisory Committee Meeting – 1:00 p.m.

Call to Order

Council Liaison Terry Christensen called the regular Lodging Tax Advisory Committee meeting to order at 1:02 p.m.

Attendance:

Council Member Terry Christensen and Committee members, Douglas (Gus) Sako, Hector Cruz, and Lacey Stephens.

Also present were Staff Liaison Gail Everett, Communications and Marketing Specialist, Joe Schiessl, Deputy City Manager, Brandon Allen, Finance Director and Evgeniya Petyuk, Accountant.

Public Comments: None

Approval of Minutes: (Approved by Motion)

October 27, 2022 Lodging Tax Advisory Committee Meeting Minutes

Christensen moved and Stephens seconded the motion to approve the October 27, 2022 meeting minutes. The motion carried 4-0.

October 4, 2023 Lodging Tax Advisory Committee Meeting Minutes

Christensen moved and Sako seconded the motion to approve the October 4, 2023 meeting minutes. The motion carried 4-0.

Budget Overview

1. 2024 Lodging Tax Funding Overview

Brandon Allen provided an overview of the 2023 funds available to date and how 2024 funding requests would affect financials.

2023 Event and Project Summary to Date

2. Gail Everett shared a summary of activities and projects to date and reported results of current overnight stays that resulted from those projects completed.

New Business

Deliberation and Allocation for 2024 Funds

First 1% - Events

3. Allied Arts Association - Art in the Park
 - **Requested \$12,000. Recommend \$12,000.**
 - Christensen moved and Sako seconded the motion to approve. The motion carried 4-0.

4. BMX - Funds for National Event Proposal
 - **Requested \$10,000. Recommend \$7,000** per 30% partner requirement.
 - Sako moved and Stephens seconded the motion to approve. The motion carried 4-0.

5. City of Richland - Ironman
 - **Requested \$66,610. Recommend \$66,610.**
 - Discussion: This first-year event may bring up to 10,000 new visitors to the area. These funds are necessary for increased needs in Parks and Public Facilities, Police and Fire & Emergency Services for proper planning, logistics, maintenance and beautification. A volunteer appreciate event afterwards is also planned.
 - Christensen moved and Sako seconded the motion to approve. The motion carried 4-0

6. City of Richland - Winter Wonderland
 - **Requested \$4,000. Recommend \$4,000.**
 - Sako moved and Stephens seconded the motion to approve. The motion carried 4-0

7. North American Talk - WA Statewide Tourism Marketing
 - **Requested \$28,000. Recommend \$0.**
 - Discussion: The application represents a duplicate of efforts already done and was for 100% of the needs, whereas the request can only be for 30%. Will ask for a presentation to the committee next year if they apply again.
 - Sako moved and Stephens seconded the motion to approve. The motion carried 4-0

8. Northwest Powerboat Association - Richland Regatta
 - **Requested \$18,500. Recommend \$16,500** per 30% partner requirement.
 - Sako moved and Stephens seconded the motion to approve. The motion carried 4-0

9. Red Mountain Event Center/Tri-City Raceway - Apple Cup & Fall Classic
 - **Requested \$30,000. Recommend \$30,000.**
 - Stephens moved and Sako seconded the motion to approve. The motion carried 4-0

10. Richland Chamber of Commerce – Cool Desert Nights
 - **Requested \$20,000. Recommend \$20,000.**
 - Christensen moved and Cruz seconded the motion to approve. The motion carried 4-0

11. Special Olympics of Washington - Fall Games
 - **Requested \$10,000. Recommend \$10,000.**
 - Cruz moved and Christensen seconded the motion to approve. The motion carried 4-0

12. The Rude Mechanicals - Shakespeare in the Park
 - **Requested \$2,400. Recommend \$2,400.**
 - Sako moved and Cruz seconded the motion to approve. The motion carried 4-0

13. Three Rivers Folklife Society - Tumbleweed Festival
 - **Requested \$6,000. Recommend \$6,000.**
 - Christensen moved and Sako seconded the motion to approve. The motion carried 4-0

14. Three Rivers Ultimate Frisbee - Hanford Howl Tournament
 - **Requested \$8,000. Recommend \$8,000.**
 - Cruz moved and Stephens seconded the motion to approve. The motion carried 4-0

15. Tri-Cities Sunrise Rotary - See3Slam, 3 on 3 Basketball Tournament
 - **Requested \$15,000. Recommend \$15,000.**
 - Christensen moved and Stephens seconded the motion to approve. The motion carried 4-0

16. Tri-Cities Tap Trail - Tap Trail Map and Beer Festivals
 - **Requested \$10,000. Recommend \$3,000** per 30% Partner Requirement.
 - Christensen moved and Sako seconded the motion to approve. The motion carried 4-0

17. Visit Tri-Cities – Ironman Media Production & Marketing

- **Requested \$25,000. Recommend \$25,000.**
- Christenson moved and Stephens seconded the motion to approve. The motion carried 4-0

Second 2% - Projects

18. City of Richland - Business District Revitalization Project

- **Requested \$60,000. Recommend \$60,000.**
- Stephens moved and Christensen seconded the motion to approve. The motion carried 4-0

19. Columbia Basin BMX - Starting Gate Replacement

- **Requested \$35,000. Recommend \$0.**

Discussion: After a conversation with the project coordinator Sam McPeck, we prioritized the three BMX applications and are funding two others.

- Christensen moved and Stephens seconded the motion to not approve. The motion carried 4-0

20. Columbia Basin BMX - Redesign and Build Dirt Track

- **Requested \$25,000. Recommend \$25,000.**
- Stephens moved and Christensen seconded the motion to approve. The motion carried 4-0.

21. Columbia Basin BMX - Track Lighting Upgrade

- **Requested \$15,000. Recommend \$15,000.**
- Christensen moved and Sako seconded the motion to approve. The motion carried 4-0.

22. Red Mountain Phase 1 Improvements

- **Requested \$109,451. Recommend \$40,000.**

Discussion: Provide seed money and allow another year for review.

- Christensen moved and Cruz seconded the motion to approve. The motion carried 4-0.

23. Richland Babe Ruth Baseball - Rebuild Bullpen/Install Batting Cages

- **Requested \$19,400. Recommend \$0.**

Discussion: Encourage Grantee to contact Shawn from Richland Parks and Public Facilities and/or Joe Schiessl, Deputy City Manager to discuss, rework and resubmit the application next year.

- Christensen moved and Stephens seconded the motion to not approve. The motion carried 4-0.

Christensen adjourned the meeting at 4:03 p.m.

Approved: 

Council Liaison Lukson

Minutes Prepared By: *Gail Everett*

Gail Everett, Communications & Marketing Specialist

Date Approved: 2/14/2024