



MINUTES

Lodging Tax Advisory Committee Meeting
Tuesday, February 13, 2024, 5:30 p.m.
Richland Council Chamber Conference Room
625 Swift Boulevard

Lodging Tax Advisory Committee Meeting – 5:30 p.m.

Call to Order

Council Liaison Ryan Lukson called the regular Lodging Tax Advisory Committee meeting to order at 5:38 p.m.

Attendance:

Council Member Ryan Lukson and Committee members, Douglas (Gus) Sako, Hector Cruz, Char Garza, and Lacey Stephens.

Also present were Staff Liaison Gail Everett, Communications and Marketing Specialist.

Public Comments: None

Approval of Minutes: (Approved by Motion)

1. October 26, 2023 Lodging Tax Advisory Committee Meeting Minutes
Cruz moved and Sako seconded the motion to approve the October 26, 2023 meeting minutes. The motion carried 4-0; New member Lukson abstained.

Event and Project Summary to Date

2. Gail Everett shared a summary of completed and extended Grants from 2023.

Budget Overview

3. 2024 Lodging Tax Funding Overview

Everett shared a financial report of estimated funds available after considering current commitments for 2024.

Hotel Motel Grant Applications to Review

4. Mid-Columbia Children's Museum – Feasibility Study
 - a. **Requested \$30,000. Recommend \$0.**
 - b. Garza moved and Sako seconded the motion to approve. The motion carried 5-0.
 - c. Discussion: Feasibility studies of this sort are not an allowed expenditure of funds as they do not increase tourism.

5. Stephens Media Group – Live@5
 - a. **Requested \$10,000. Recommend \$5,000.**
 - b. Sako moved and Stephens seconded the motion to approve. The motion carried 5-0.

6. Tri-Town Get Down – Tri-Town Get Down Festival
 - a. **Requested \$20,000. Recommend \$15,000.**
 - b. Sako moved and Garza seconded the motion to approve. The motion carried 5.0.

7. Tri-Cities Water Follies/Columbia Cup – Water Follies
 - a. **Requested \$15,000. Recommend \$15,000.**
 - b. Sako moved and Stephens seconded the motion to approve. Cruz abstained. The motion carried 4-0.

Second 2% - Projects

8. City of Richland – Increase Electrical Capacity at John Dam Plaza
 - a. **Requested \$20,000. Recommend \$20,000.**
 - b. Sako moved and Cruz seconded the motion to approve. The motion carried 5-0.

New Business

9. Grant Funding Recommendation to Council

10. Special Project Funding Request

- a. Everett discussed a new budget category called, Special Project Fund that appears to open the door to either mid-year applications or grants that don't fit either category but still could benefit tourism. Everett will gather more information and present it at a future LTAC meeting.

Lukson adjourned the meeting at 6:20 p.m.

Approved: *Ryan Lukson*
Council Liaison Lukson

Minutes Prepared By: *Hollie Alexander*
Gail Everett, Communications & Marketing Specialist

Date Approved: November 6, 2024

Certificate Of Completion

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 625 Swift Boulevard
 Richland, WA 99352
 ckirkpatrick@ci.richland.wa.us
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Ryan Lukson
 rlukson@richlandwa.gov
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 (None)

Signature

Signature Adoption: Pre-selected Style
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Hollie Alexander
 halexander@ci.richland.wa.us
 Security Level: Email, Account Authentication
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Carly Kirkpatrick
 ckirkpatrick@ci.richland.wa.us
 Administrative Assistant II
 City of Richland
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