



11930 Cyrus Way, Mukilteo Washington 98275

Lodging Tax Advisory Committee
Committee Meeting No. 2015-1
Staybridge Suites, Mukilteo
Thursday, October 15, 2015

Committee Members Present:

Linda Grafer, Chair
Diana Favre
Shannon Myers
Anna Tink

Fawn Bowles
Mark Lee
Lisa Romo

City Staff Present:

Marko Liias, Policy Analyst

Nancy Passovoy, Executive Assistant

Meeting Minutes:

CALL TO ORDER:

Chair Linda Grafer called the meeting to order at 2:00pm. The group introduced themselves and the three new non-profit members were welcomed.

BUSINESS ITEMS:

1. a 2015 LTAC Status Report and Update (Attachment 1)

Policy Analyst Liias presented the 2015 LTAC Status Report and Update, which included:

- Review of the 2014 LTAC Recommendations
- Three-year Hotel/Motel Lodging Tax Fund financials
 - City projects year-end revenue into the fund of \$243,500
- 2016 Budget Projections
 - Estimated 2016 revenue: \$251,250
 - Minimum reserve requirement: \$115,000
- 2016 Grant Funding Level Decisions
 - City estimates that LTAC can award up to \$300,250 in LT grants for 2016, leaving a fund balance of \$140,692

2. Executive Assistant Passovoy presented two spreadsheets to the Committee

- Historical perspective of grant applications; some 2016 applicants have applied in previous years and their grant history presented.
- Score sheet.

- Chair Grafer asked the Committee for their input on the 8 presentation classifications on the score sheet.
- Chair Grafer asked committee members to use the score sheets and Policy analyst Liias offered to tally the scores for presentation deliberations.
- The committee agreed to make a motion and vote on the proposal to accurately capture the decisions at the end of the meeting.

3. Presentations:

- City of Mukilteo (Patricia Love) – *Waterfront Interim Promenade* (\$80,000)
- Super Charge Marketing (Matt Cail) – *Social Media Services and Management* (\$6,000)
- City of Mukilteo (Jennifer Berner) – *Rosehill Community Center Marketing* (\$11,600)
- City of Mukilteo (Jennifer Berner) – *Rosehill Community Center Staffing* (\$30,000)
- City of Mukilteo (Jennifer Berner) – *Lighthouse Festival City Staff Support* (\$26,900)
- Snohomish County Tourism Bureau (Jennifer Bravo) – *Visitor information Center Program* (\$3,000)
- City of Mukilteo (Rick Hill) – *Lighthouse Building Repairs* (\$15,000)
- Future of Flight Foundation (Sandy Ward) – *WTA Marketing Promotion* (\$3,708.75)
- Mukilteo Lighthouse Festival Association (Jeanmarie Trapp, Joe Marine, Emily Vanderwielen, Marilyn Langdon) – *Mukilteo Lighthouse Festival “MukFest”* (\$45,000)
- Jericho Bridge Church (Don Saul, John and Ann Collier) – *Mukilteo Walking Tour Ongoing Annual Support* (\$4,040)
- Mukilteo Chamber of Commerce (Julie Martin) – *Community Car Show* (\$9,250)
- Mukilteo Chamber of Commerce (Julie Martin) – *Tourism Center* (\$5,800)
- Mukilteo Chamber of Commerce (Julie Martin) – *Tourism Center Staffing* (\$48,000)
- Mukilteo Chamber of Commerce (Julie Martin) – *“MUK” Marketing & Tourism Campaign* (\$35,500)
- Mukilteo Chamber of Commerce (Julie Martin) – *Amazing Race Mukilteo* (\$5,000)
- Historic Flight Foundation (John Sessions, Jessica Leftwich) – *Historic Flight Tourism Marketing Plan* (\$73,200)

4. Deliberations

After Committee members finished scoring each presentation, Policy Analyst Liias compiled the scores and the presentations were ranked from highest to lowest, and dollar amounts discussed until consensus was reached (Attachment 2).

Committee Recommendations:

1. Fund three ongoing grant awards
 - a. Major Event Support:
 - i. MLFA: \$45,000
 - ii. City of Mukilteo Staff Support: \$26,900

- b. Tourism Center Staffing: \$48,000
- c. Snohomish County Visitor Information Center Program: \$3,000
- 2. Reappropriate up to \$37,000 for the Tourism Center improvement project from 2015
- 3. Fund tourism grants totaling \$158,050

Motion: To approve the 2016 Lodging Tax Grant recommendations

Made by: Bowles

Seconded: Romo

Action: PASSED, unanimously

Chair Grafer adjourned the meeting at 8:34pm.

Next Meeting: TBD, 2016

ATTACHMENT 2
2016 Lodging Tax Grants
Recommended Awards

On-Going Grant Awards (\$122,900)
(rank high-low by average number of points)

Name of Organization	Name of Project	Amount Requested	2016 Award Recommendation/ Committee Comments	Previous Grant Awards
Snohomish County Tourism Bureau	<i>Snohomish County Visitor Information Center Program:</i> This funds the City's participation in regional tourism marketing on a per capita basis.	\$3,000	\$3,000	2015: \$ 2,250 2014: \$ 2,000 2013: \$ 2,000 2012: \$ 2,000 2011: \$ 2,000
Mukilteo Chamber of Commerce	<i>Mukilteo Tourism Center Staffing</i> Grant to fund Professional Services and Admin Staff costs.	\$48,000	\$48,000	2015: \$42,000 2014: \$51,000 (part) 2013: \$56,000 (part) 2012: \$32,500 (part) 2011: \$39,200 (part)
Mukilteo Lighthouse Festival Association	<i>Mukilteo Lighthouse Festival</i>	\$45,000	\$45,000	2015: \$35,000 2014: \$45,000 2013: \$40,000 2012: \$45,000 2011- \$30,000
City of Mukilteo	<i>Lighthouse Festival City Staff Support</i> This grant reimburses the City for Fire, Police, PW and Recreation staff overtime.	\$26,900	\$26,900	2015: \$15,000 2014: \$10,000 2013: \$10,000 2012: \$10,000

2016 Recommended Grant Awards (\$158,050):
(rank in order by average number of points)

Name of Organization (listed in order of presentation)	Name of Project	Amount Requested	2015 Award Recommendation/ Committee Comments	Previous Grant Awards
Mukilteo Chamber of Commerce	<i>Tourism Center</i> This grant funds the acquisition of promotional materials for the Tourism Center.	\$5,800	\$5,800	2015: \$13,000 2014: \$51,000* 2013: \$56,000* 2012: \$32,500* 2011: \$39,200* *partial grant

City of Mukilteo Recreation and Cultural Services Department	<i>Rosehill Community Center Rental Marketing</i> This grant funds advertising and marketing of the Community Center in regional publications and staff participation in one wedding show.	\$9,300	\$9,300	2015: \$ 8,100 2014: \$20,500 2013: \$25,000 2012: \$29,400 2011: \$ 5,150
Future of Flight Foundation	<i>WTA Marketing Promotion</i> (WA State Tourism Alliance) This grant supports promotional costs for the Future of Flight Aviation Center & Boeing Tour.	\$3,708.75	\$3,700	
Mukilteo Chamber of Commerce	<i>Mukilteo Community Car Show</i> This grant funds the popular community car and dinner.	\$9,250	\$9,250 The Committee expects to see an improvement in the number and tracking of overnight stays from this grant.	2015: \$ 9,250 2014: \$ 4,750 2013: \$ 3,500 2012: \$ 3,500 2011: \$ 500
Mukilteo Chamber of Commerce	<i>Amazing Race Mukilteo</i> This grant funds advertising, t-shirts and staff time for an Mukilteo-style "Amazing Race."	\$5,000	\$5,000	
City of Mukilteo Public Works Department	<i>Lighthouse Building Repairs</i> Materials and labor for repairs of the Lighthouse and Quarters buildings.	\$15,000	\$15,000	2015: \$29,000 2014: \$15,000
Mukilteo Chamber of Commerce	<i>"MUK" Marketing & Tourism Campaign</i> This grant supports the purchase of "MUK" branded items and tourism promotion.	\$35,500	\$30,000 The grant is for program consulting and MUK Tourism advertising placement only.	2015: \$28,800 2014: \$10,000
City of Mukilteo Recreation and Cultural Services Department	<i>Rosehill Community Center Staffing</i> This grant funds .5 FTE to attract and secure additional out-of-town visitors at the Community Center through special events and conferences.	\$30,000	\$30,000 The committee expects to see improved coordination and regular contact with hotels and requests a coordination meeting between city staff and hotel management.	2015: \$30,000
SuperCharge Marketing	<i>Social Media Services & Management:</i> This grant supports the City's social media marketing presence and content archiving on Facebook, Twitter, Pinterest, YouTube and Google+.	\$6,000	\$6,000	2015: \$ 4,200 2014: \$ 4,000 2013: \$ 3,500
Jericho Bridge Church with the	<i>Walking Tour of Mukilteo</i>	\$4,040	\$4,000	2015: \$ 4,550

Mukilteo Historical Society	This grant funds the ongoing promotion of the Walking Tour of Mukilteo established in 2015.			
City of Mukilteo Community Development Department	<i>Mukilteo Waterfront Interim Promenade</i> This grant supports the initial survey and design work for the future waterfront promenade.	\$80,000	\$40,000	

Reappropriate 2015 Grant Funds (\$37,000):

Name of Organization (listed in order of presentation)	Name of Project	Amount Requested	2015 Award Recommendation/ Committee Comments	Previous Grant Awards
Mukilteo Chamber of Commerce	<i>76th Street Tourism Center</i>	\$37,000	\$37,000 Reappropriate remaining funds from 2015 grant in 2016.	2015: \$50,000 2014: \$12,000

2016 Not Recommended for Grant Awards:

Name of Organization	Name of Project	Amount Requested	Previous Grant Awards
Historic Flight Foundation	<i>Historic Flight Tourism Marketing Plan</i> This grant requested funds to support advertising, postage and printing of promotional items.	\$73,200	