



Lodging Tax Advisory Committee Meeting Minutes

Date: March 13, 2024

Time: 12:00

Location

City Hall – Aspen Room Fl 1
415 W 6th Street
Vancouver, WA

Regular Meeting (Convened in person and via video conference)

The meeting agenda materials referenced in these minutes can be found [online](#). Link to Microsoft Teams meeting video: [24 03 13 LTAC Meeting Video](#).

Item 1: Call to Order and Roll Call

The meeting of the Lodging Tax Advisory Committee was called to order at 12:02 pm by Kim Harless, Committee Chair.

Board Members Present: Kim Harless, Steve Bowers, Temple Lentz, Janet Kenefsky, Jennifer Kenney, Christie Rust, Terry Goldman, Ryan Hart, Carla Rise

Board Members Absent: None

Staff Present: Chris Harder, Kimberly Kerlee, Jonathan Young, Andrew Westlund

Guests: Cliff Myers, Visit Vancouver Washington

Item 2: Approval of 2/14/24 Minutes

Motion by Lentz, seconded by Hart, and carried unanimously to approve the February 14, 2024, minutes.

Item 3: Vancouver Destination Master Plan

Chris Harder, Deputy Director, provided opening remarks and gave a brief overview of how the Destination Master Plan guides how the community thinks of tourism.

Cliff Myers, President & CEO of Visit Vancouver, provided a presentation on the Vancouver Destination Master Plan for 2023-2033 and covered the project summary and overview of Visit Vancouver Washington, goals and initiatives, implementation of the plan and the priorities for 2024 that are applied to the plan.

Committee members asked questions and discussion occurred regarding the hotel market performance numbers. Committee member Kenefsky and committee member Kenney asked about the cruise ship. Committee member Hart provided insight on the Port of Vancouver and the cruise industry on the Columbia River. Kenney asked Myers

Members

Kim Harless
Chair

Steve Bowers
Temple Lentz
Janet Kenefsky
Jennifer Kenney
Christie Rust
Terry Goldman
Ryan Hart
Carla Rise

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if there is engagement with port managers to shed light on different activities available to the cruises. Committee member Rust provided examples of cruise activities in other cities. Committee member Bowers asked about the committee's role in meeting the goals of the plan. Chris Harder, Deputy Director, provided information on the consultant who will be meeting with the committee over the next few months to discuss criteria for events that are funded by LTAC that play a role in the goals of the Destination Master Plan. Myers provided background of his sales team and marketing.

Item 4: Other Business

Chair Harless asked if anyone had other business they would like to discuss. Chris Harder stated that the April 10th meeting was extended to two hours to ensure enough time to meet with the CFO, and the May meeting was moved to May 22nd and extended to two hours, with the committee's approval, to accommodate the consultant. Committee members agreed to the changes.

Committee member Bowers asked if questions for the CFO should be emailed in advance.

Jonathan Young, City Attorney, introduced himself to the committee members.

Item 5: Public Comment

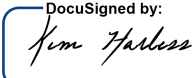
None

Item 6: Executive Session (as needed)

None

Item 7: Adjourn

1:06 pm

DocuSigned by:

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Kim Harless, Board President

Meetings of the Lodging Tax Advisory Committee are electronically recorded. The tapes are kept on file in the office of the City Clerk for a period of six years.