

Date: May 22, 2024

Time: 12:00 – 2:00 p.m.

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 05 22 LTAC Meeting Video](#).

Item 1: Call to Order and Roll Call

The meeting of the Lodging Tax Advisory Committee was called to order at 12:04 pm by Kim Harless, Committee Chair.

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

Board Members Absent: Christie Rust, Janet Kenefsky

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

Guests: Matthew Landkamer, Wherabout Travel

Motion by Harless, seconded by Rise, and carried unanimously to excuse the absence of Christie Rust and Janet Kenefsky.

Item 2: Approval of 4/10/24 Minutes

Motion by Hart, seconded by Lentz, and carried unanimously to approve the April 10, 2024, minutes.

Item 3: LTAC Insight Report Discussion and Development of Grant Criteria

Matthew Landkamer presented the results from the LTAC survey that was sent out to previous lodging tax grant applicants at the end of April and provided an overview of strategic perspectives related to the results. Committee member Kenney asked if the committee could have discussions in private with applicants regarding their application during the scoring process. Young responded. Committee member Bowers mentioned creating a standardized scoring process or tool for applicants to estimate attendees prior to the event and creating a post event tool to calculate overnight stays. The committee provided suggestions and feedback on other ways to streamline and improve the grant application process for applicants and how to improve data collection post event. Westlund mentioned working with communications to develop a

Members

Kim Harless
Chair

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

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single survey with a QR code to calculate attendance post event. The group continued discussing how to build awareness of grant opportunities, the return on investment (ROI) criteria, as well as impact criteria for future grant applications.

Item 4: Other Business

Bowers asked about the timeline for developing new grant criteria and if a new scoring tool will be created in time for 2025 applications. Harder responded that the goal is to implement the criteria for the next round of applications. Harless agreed and mentioned elements that cannot be applied this year can be added to the criteria for next year. Harder reviewed the 2024 LTAC meeting calendar. Harless recommended pushing out the deadline date for grant applications to September. The group generally agreed with the recommendation and will discuss the option at a later meeting.

Harder provided an update on the additional virtual only LTAC meeting on June 4 to discuss the LTAC biennial budget. The regular recurring monthly LTAC meeting is scheduled for June 12.

Item 5: Public Comment

None

Item 6: Executive Session (as needed)

None

Item 7: Adjourn

2:00 p.m.

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.