



CITY OF EVERETT

Lodging Tax Advisory Committee (LTAC)

LTAC Meeting Minutes

Meeting: January 14, 2021

Time: 4:00 – 5:00 p.m.

- **LTAC members present**
 - Scott Murphy, Chair
 - Gael Gebow, YMCA
 - Kimberlee Valvick, Imagine Children’s Museum
 - Sheldon Johnson, Delta Hotel
 - Brenda Stonecipher, Budget Committee liaison
 - Julio Cortes, Staff Liaison
- **LTAC members absent**
 - Bryan Harmon, Hampton Hotel
- **Committee members received a recap of 2020 LTAC grant awards (see attachment)**
 - Grants approved for 2020 (before pandemic)
 - \$587,533
 - Grants that were granted out in 2020
 - \$192,752
 - Many events cancelled or were postponed in 2020 due to the pandemic
- **Committee members reviewed funding for the two long term expenditures for 2021**
 - Committee Chair, Scott Murphy began discussion on the PFD and the Visit Everett tourism program long-term expenditures
 - Committee member Sheldon Johnson requested additional information
 - Committee Chair, Scott Murphy gave an overview of the PFD long-term expenditure
 - Staff Liaison, Julio Cortes gave an overview of the Visit Everett tourism program long-term expenditure
 - PFD long-term expenditure motion and vote:
 - **Motion:** Approve long-term expenditure of \$100,000 for PFD
 - **Moved by:** Sheldon Johnson
 - **Second by:** Kimberlee Valvick
 - **Votes:**
 - **Yays:**
 - Gael Gebow
 - Kimberlee Valvick
 - Sheldon Johnson

- **Opposed:** None
 - **Abstained:**
 - Scott Murphy
 - **Absent:** **Brian Harmon**
 - **Follow up:** None
 - Visit Everett tourism program long-term expenditure motion and vote:
 - **Motion:** Approve long-term expenditure of \$150,000 for Visit Everett program
 - **Moved by:** Sheldon Johnson
 - **Second by:** Gael Gebow
 - **Votes:**
 - **Yays:**
 - Gael Gebow
 - Kimberlee Valvick
 - Sheldon Johnson
 - Scott Murphy
 - **Opposed:** None
 - **Abstained:** None
 - **Absent:** **Brian Harmon**
 - **Follow up:** Would like to see marketing plan
- **Committee members were presented with a proposal to have two rounds of LTAC grants in 2021**
 - First round
 - For events happening before May 31, 2021
 - Funds available: \$50,000
 - Must meet current COVID-19 restrictions and safety standards
 - Second round
 - For events happening between June 1 and December 31, 2021
 - Funds available: \$150,000
 - LTAC will assess pandemic development for second round of applications
 - *Applicants of first round are eligible for second round
 - Schedule for round one
 - Application opens January 15 at 5 p.m.
 - Application closes on February 5 at 5 p.m.
 - LTAC structure and schedule for 2021 motion and vote:
 - **Motion:** Approve two rounds of LTAC grants and timeline for 2021
 - **Moved by:** Sheldon Johnson
 - **Second by:** Kimberlee Valvick
 - **Votes:**
 - **Yays:**



- Gael Gebow
 - Kimberlee Valvick
 - Sheldon Johnson
 - Scott Murphy
 - **Opposed:** None
 - **Abstained:** None
 - **Absent:** Brian Harmon
 - **Follow up:** Send application to previous applicants via email
- Meeting adjourned at 4:50 p.m.

Next meeting:

LTAC applications review and round two timeline meeting set for Tuesday, February 16 from 4-5 p.m.
Julio will provide first round applications to LTAC members digitally and in physical binder

