



Hotel/Motel Tax Fund Administration Committee Minutes



Our mission is to conduct long-term planning, visioning, and development of written plans for the sole purpose of promoting Washington and providing for improvements to enhance our community and foster community pride.

2022-2023 Goals:

- Expansion of promotional and marketing outreach
- Development and promotion of local tourist attractions
 - Hotel feasibility study & research

May 23, 2022, 12:00 Noon. City Council Chambers, Washington City Hall

Members present: Millie, Isabella, Diane, Illa

Absent: Rhonda, Phil, Clay

Advisory: Deanna, Sally, Michelle

Motion by Isabella, seconded by Diane, to approve the agenda as presented and the April 26, 2022, minutes. Motion approved.

Millie handed out a spreadsheet tracking expenditures for FY2021-22. The form also showed tax collections by fiscal year and funds committed for projects as of 04/20/2022. As of May 23rd we have a balance of \$117,443.47 in the Hotel/Motel Fund.

Deanna, Millie, Isabella and Michelle gave recaps of the conferences they had attended. Deanna got some good tips. Millie and Isabella's group was smaller so they got to get acquainted better. Michelle good brainstorming event on tourism.

Clay had sent out updated signage examples and the Committee will work on details next meeting. We did not get the AARP grant but we could resubmit for it.

Discussion on Destination Iowa grant and what it requires. Discussion on possible local attractions to use when submitting for grants.

The YMCA wants to keep the old Y to use the pool until the new pool is built.

The City of Washington is paying for the hotel feasibility study so that the study can get going as soon as possible. Motion by Diane, seconded by Isabella, that Hotel/Motel Committee pay half of the cost of the study. Motion approved unanimously.

Michelle is waiting to see how to get listed on the Meet in Iowa Grant.

Film Festival update from the committee which meets every Tuesday. They are closer to a budget. Dates for the Film Festival have been set for May 20-21, 2023. The committee are working on selecting a logo and a name for the Film Festival.

Website: no report

Marketing Position: Michelle thanked Deanna, Sally, and Diane for their help with the interviews. There is an accepted offer for the position from Mikayla Slechta. Motion by Diane, seconded by Millie, that the Hotel/Motel Committee fund 50% of the total cost of employment. Motion approved.

Wellness Park Playground:

We didn't get the grant. Looking for other grant possibilities.

Wayfinding Signage: On hold.

Car Charging Stations: Electrical work to be done this week.

Iowa Great Places: The Great Places Committee will decide at their June 6 meeting which cities they will visit. If Washington is selected, the Great Places Committee would come on June 22 for a two hour tour. We would need to select sites to show them for the one hour tour focusing on what we want to improve.

State Theater Mural:

Michelle has hired a mason who will do the repairs and also install the spotlight. Discussion on the plaque and the QR code.

Barn Quilt Project:

Some of the quilt blocks will be on display during the Summer Classic. The quilts will be installed for mini walking tours around the Square, Halcyon House, UP Home, and Kewash/Sunset Park. Shirts are available for sale at the Chamber Office. Quilt making classes are planned. Discussion on possible income projects with sale of the quilt blocks, and use of tile and bricks from the Captain's Table.

Iowans Unite:

Iowa Economic Development group contest to show local pride and activities through a one minute video posted on line for public voting. Deadline is June 21.

Mike Zabs Videos

On hold.

The next Hotel/Motel Tax Fund Administration meeting will be Monday, June 27, 2022, at 11:00 in the City Council Chambers in City Hall.

Respectfully submitted.

Illa Earnest