



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

April 26, 2022, 11:00 A.M. City Council Chambers, Washington City Hall

Members present: Millie, Phil, Clay, Isabella, Diane, Illa

Absent: Rhonda

Advisory: Deanna, Sally, Michelle

Guest: Sarah

Motion by Diane, seconded by Phil, to approve the agenda as presented and the March 21, 2022, minutes. Motion approved unanimously.

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. The balance in the Hotel/Motel account is currently \$118,594.

Washington Film Festival:

Lyle Moen has been gathering information from Decorah for details on how they do their film festival. General committee discussion on details that would need to be decided. These would include but not limited to locations to show films, ticket sales and prices, invitation to film makers, outreach to film enthusiasts and where to advertise event, requests for money from Riverboat, sponsorship money, and other grant opportunities.

Lyle requested for \$10,000 from Hotel/Motel Committee to set up a website and other expenses. Main Street Washington would be the fiscal agent. The local Film Festival Committee will be meeting every Tuesday in May at the library. Motion by Diane, seconded by Clay, to approve \$5,000 for the Washington International Film Festival. Motion approved. Millie and Isabella abstained.

Deanna will reach out to a company to request information about conducting a hotel feasibility study to see if Washington would qualify for a new hotel.

Informational Kiosks:

Clay has received updates to the sign designs and pricing and sent them out to the committee. The project was tabled until the next meeting.

Destination Iowa Grant:

\$100,000 grant money available for many project categories for communities to bring in tourists from outside of their region. The application is due May 9. Michelle will send the link to the grant.

Michelle talked about the “Meet in Iowa” for convention which runs from May until the end of the year. Iowa is the second to last state in the US in the amount of funds allocated for tourism.

Website:

Okay, but still experiencing some problems.

Marketing Position:

Michelle has been promoting it locally but will expand advertising next week. Deanna, Sally, and Phil will sit in on interview panel.

Wellness Park Playground:

Will know if we got the grant on Friday.

Wayfinding Signage:

On hold.

Car Charging Stations:

The parking space will be painted green to mark. Patrons will pay as they use it. Tech support is online. All items have been delivered, we are waiting for good weather to install it.

Iowa Great Places:

Grant in final stages and is due May 2.

State Theater Mural:

Michelle has hired a mason. She has talked to Wall Dogs. Their final payment \$1980. We also need to install a plaque with information at the base of the mural.

Barn Quilt Project:

Shirts with quilt design will be on sale at Chamber and other places. Other events are being planned locally - Quilt Fair on a weekend, quilt classes. Michelle received 5 gallons of paint from the Keep Iowa Beautiful grant.

Mike Zahs Videos

On hold.

Ribbon cutting at the Wellness Park at 11:00 A.M. on Monday, May 23, 2022.

The next Hotel/Motel Tax Fund Administration meeting will be Monday, May 23, 2022, at 12:00 in the City Council Chambers in City Hall.

Respectfully submitted.

Illa Earnest