

## 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

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### **August 22, 2022, 11:00 Noon. City Council Chambers, Washington City Hall**

Members present: Isabella, Phil, Clay, Illa

Absent: Diane, Millie, Rhonda

Advisory: Deanna, Michelle, Sally, Mikayla

Meeting was called order by Phil.

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

No financial report was given.

Michelle talked about a “Sherpa” content generator with an annual fee of \$2,000. The program creates trip adventures to put on the website. We could coordinate with other communities and do a regional area approach.

Kiosks and Signage – Tom, Sally, Clay, Michelle, Sarah met and looked at traffic patterns. Eleven possible signs and kiosk locations. Tom will get a quote soon. Clay will bring plans and places back to the Board. Will need quotes from at least two companies.

Destination Iowa Grant Update – Remove from projects.

New Logo – Discussion on logo and colors. Clay, Illa, and Isabella liked the bed logo. Motion by Illa, seconded by Isabella, to approve bed logo. Approved unanimously.

Iowans Unite Mural – H & R Building selected as the site. Michelle in contact with building owners. Building needs power washed, tuck pointed and a primer coat painted. Discussion on who will pay for tuck pointing and other preparation. Motion by Isabella, seconded by Clay, that Hotel/Motel pay up to \$3,000 for mural preparation. Motion approved unanimously. Ask H & R to put a plaque on building honoring the Jarvis Family who owned the building for many years.

State Theater Mural and Plaque – Logo added to plaque design. Motion by Isabella, seconded by Clay, to approve the design and style from Igraphix for the 12” x 18” plaque of metal with a vinyl skin.

State Theater Website Link – More information is being added.

State Theater Brochure – Mikayla working on this project and will send out to Board.

Film Festival – Farm to Film.com website set up. Discussion on sponsors and fees.

Website Update – Mikayla added social media to banner under the Chamber page and link to volunteers moved up front.

Hotel/Motel Feasibility Study – the research people were in town and study should be coming soon.

Wellness Park Playground – DNR/Alliant money for playground lights. Other monies – Kiwanis \$25,000, the City of Washington \$100,000, Horak Insurance \$500.

Car Charging Station – City Council will approve cost to charge for electricity at next council meeting.

Barn Quilt Project – Some mini barn quilts still for sale and a booth will be at the Craft Fair. Afterward the blocks will be at the Welcome Center in the Chamber. Four of the large barn quilts have been restored. It costs \$500 to \$1,00 to restore. Owners not responsible for restoration. Letters maybe sent to owners with options to contribute to cost. Michelle may add this to Riverboat grant application.

Mike Zahs Videos on hold.

After a recent car crash into the Café Dodici building, Isabella suggested that putting pylons in front of the downtown businesses would be a good idea.

Next meeting Monday, September 26, 2022 at 11:00 a.m. at City Hall.

Motion by Isabella, seconded by Clay, to adjourn at 12:12.

Respectfully submitted,  
Illa Earnest