

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

July 26, 2022, 11:00 AM, City Council Chambers, Washington City Hall

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

Absent: Sally, Rhonda, Clay

Advisory: Deanna, Michelle, Mikayla

Motion by Illa, seconded by Diane, to approve the agenda with the addition of Caedyn Huston presenting at the end of the meeting and the June 27, 2022, minutes. Motion approved.

Millie reported that the balance in the account was \$116,301.15.

Michelle led the discussion on the wayfinding signage. The group working on this came up with 3 locations including Sunset Park, Hwy 92 from the East and Hwy 92 from the West. These signs will identify amenities and direct people to downtown. Phase 2 of the wayfinding signage is looking at placing a sign off of W 5th St. to direct people to the Wellness Park and the Y. Additional signage may be placed near the Captain's Table and State Theater. For the community kiosk, Michelle is getting quotes for an enclosed case that may be attached to the concession stand at the Wellness Park. Maybe also have a free-standing kiosk at Sunset Park and the Kewash trail. Designs were received from Tom Wide, but waiting on pricing. The group also discussed locations for Welcome Signs including South Iowa and Hwy 1 coming from Kalona. The group seemed to really like the designs from Tom Wide.

Destination Iowa Grant Update – the museum idea is an allowable expense.

Meet in Iowa Grant – Dodici's, The Hawkeye and Hometown hotel are on the list of qualified hotels. This will continue next year.

New Logo for Hotel/Motel Admin. Committee – Mikayla worked on this and provided sample designs to the committee. Members of the committee are to review the wording and the logo and submit your top choices. Final decision will be made at the next meeting.

Film Festival – The website is live. The committee loves the logo.

Iowans Unite – 4 essays were submitted from people and were voted on. 1 was forwarded to Iowans Unite. 13 cities, including Washington made it to the final round. Not sure when the announcement of the winner will be.

Website Update – Mikayla is working on. Calendar still causing issues, not syncing 100% of the time.
Working on State Theater page and Barn Quilt QR page

Hotel/Motel Feasibility Study – The consultant will be here August 10th. Deanna is working on collecting data prior to the visit and arranging visits with the consultant.

Wellness Park Playground – The plan is to apply for a Riverboat grant.

Car Charging Station – working on deciding the fee to charge users and establish the WIFI capability.

Iowa Great Places Designation- Washington has been designated as a Great Place. Brainstorming will need to begin on ideas to use the funding for to enhance our uniqueness. Grants are \$200 - \$250K.

State Theater Mural and Plaque – Wording changed a little. Logos need to be added. This will get repaired when mason has a break in his schedule. Prices were received from Custom Impressions and Igraphix. This will get discussed further.

State Theater Brochure – Reviewed and changes made.

Barn Quilt Project – Half of them were sold at the fair. 40 left and will be for sale at the Farmers Market Thursday night. Half of the proceeds will go to restoring real barn quilts.

Mike Zahs Videos on hold.

Caedyn Huston, an 8th grader from Lime creek 4-H club presented his history of the fairgrounds project to the committee. There will be permanent signage at the fairgrounds with interpretive signage with a QR code. He completed 5 this year and will do 2 more. This will be available on the Washington County fair website. Brochures are being done. He would like information about his project displayed at the Community Center. His project is going to State Fair. The Committee were all very impressed with his project and wished him well at State Fair.

Next meeting Monday, August 22, 2022 at 11:00 a.m. at City Hall.

Motion by Diane, seconded by Phil, to adjourn at 12:27 p.m.

Respectfully submitted,
Deanna McCusker