

## 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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### **October 24, 2022, 11:00 Noon. City Council Chambers, Washington City Hall**

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

Absent: Clay, Illa

Advisory: Deanna, Michelle, Sally, Mikayla

Meeting was called to order by Millie.

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

Financial Report: \$127,078.84 is the balance of the account as of September 30, 2022.

### **New Projects:**

Informational Kiosks and Signage: Tabled to November 21<sup>st</sup> meeting.

Washington Overnight Package: Per Michelle, the overnight package project has been scrapped.

Downtown Holiday Promotion: At the September meeting, \$1,000 was approved for the upcoming holiday promotion. However, Chamber staff is still in discussion with retailers on how to best use these funds. The committee agreed that the funds approved in September could be by the chamber at their discretion.

Mike Zahs Video: There was no further discussion on how to use the raw footage.

Goggle Profile: Mikayla made a new Google profile page for the Washington Welcome Center stating its mission and other pertinent information. She has already received 47 hits on the site.

### **Ongoing Projects:**

Washington Film Festival: The last full committee meeting was in July. A sub-committee met to discuss press releases, save the date info, fund raising letters to individuals and businesses. Michelle has concerns with the frequency of hitting up local businesses for donations. The Hotel Motel Committee has committed \$5,000 toward this project. The film committee will receive part of the fee charged to those submitting their films. According to Isabella, the committee needs to raise \$27,500. We will request an update on the progress of this event from the film committee.

Website: Michelle and staff met with Vortex. Will be meeting with Growth Zone on November 7<sup>th</sup> to consider the purchase of their chamber site module.

Hotel/Motel Study: Results should be sent to Deanna early this week.

**Project Updates:**

Iowans Unite Mural – A dedication was held last week. State Partners interviewed business representatives and individuals on why Washington is a great place for small businesses and a great place to live, work and play. A video will be made and used by the State for future Iowans Unite Mural opportunities/projects.

A discussion followed on the cost of the mural indicating that the artist will only charge us one half of the original price of \$7,500 for the extra design work bringing the total cost to \$7,750. The Hotel/Motel Committee committed \$3,000 toward the project and we are hoping that H&R Block will pick up the \$4,000 cost for building preparation. They committed to \$1,500. There will also be a few hundred dollars more for incidentals.

Wellness Park Playground – The Washington County Riverboat Foundation is the last money coming in on this project. We could receive \$100,000 to \$150,000 dollars if approved. Other monies – Kiwanis \$25,000, the City of Washington \$100,000, Horak Insurance \$500, Hotel/Motel Funds, \$30,000.

Iowa Great Places Designation: An informational meeting was held on October 20<sup>th</sup>. Fourteen people attended, eight were committee members. Millie commented that there were many positive comments. The committee will meet again in November to review the Vision Plan and make plans for 2023.

State Theatre Website Link: Mikayla added additions to the website.

State Theatre Brochure: The brochure has been forwarded to Brenda and she has forwarded it on to the owners for their comments and approval.

Barn Quilt Project: No discussion

**Next meeting Monday, November 21, 2022 at 11:00 a.m. at City Hall. Please note that this has been moved up due to the Thanksgiving Holiday.**

**Adjournment:**

Motion made by Diane, seconded by Rhonda to adjourn the meeting.