

Hotel/Motel Tax Committee Minutes  
2/27/23

Acceptance of Minutes

- Illa motions to accept minutes, seconded by Phil. Accepted.

Financials

- Current Balance: \$162,578.58

Tourism Updates

- Michelle has submitted an application nominating the Elite Casinos for an Iowa Tourism Award.
- Travel Iowa Conference is March 22/23 in Altoona, IA
- Isabella, Millie, Michelle and Mikayla are going
- Flyer has been completed by Mikayla
- Isabella mentioned changing the logo blip to talk about Hotel/Motel tax committee accomplishments in the past year instead of just saying we have created a logo.
- New Airbnbs - Victorian View in Washington. A new lodge south of town is also available as a lodging option

Monument Signage

- **Isabella motioned to use Nesper as our signage vendor regarding monument sign, duplicating Charles City design/appearance. Second by Illa. Motion Approved.**
- Clay plans to talk with Nesper regarding updated design and is reaching out to masons to get quotes for a potential stone addition to the sign.

Kiosks

- Clay, Isabella, and Deanna gave input and summary of the signage sub-committee meeting
- Clay asked if we wanted to do a kiosk downtown, cited Michelle mentioning the downtown kiosk should fall under Main Street jurisdiction.
- **Committee decided to ask Main Street to oversee kiosk and we will fund it with the following stipulations:**
  - **Committee decided the kiosks are not the place for cork boards or flyers/pamphlets**
  - **Committee decided they want a downtown and expanded city view map**
  - **Committee doesn't mind if stores and restaurants are listed on the map**
  - **Committee decided on a single panel, front/back design**

Film Festival

- Committee has received 61 films and they are being screened
- T shirts for volunteers and festival attendees are being printed for resale
- Isabella is emailing Mikayla and Michelle to nail down the specifics for Hotel/Motel Committee's full page ad in the film festival's program

### Website

- Millie mentioned concerns regarding the recent high costs of the website maintenance
- Deanna noted last year's website maintenance cost was approx \$12,000.00
- Committee discussed the possibility of moving to a new website developer. Committee members are going to ask around at tourism conference to see who other municipalities are using.
- Committee will ask Michelle her thoughts at next meeting.

### New Hotel Project

- Local developer planning to build an 8.5 million dollar hotel project
- Investor minimum buy in is \$100,000.00
- Hotel will have 54 rooms
- Deanna proposed Hotel/Motel committee give \$20,000 per year over five years to make Hotel/Motel Committee an investor
- Pool and mini bar is planned
- Phase two would have a restaurant
- Hotel Motel would benefit from the taxed revenue from this hotel
- Committee was amicable to becoming an investor, but wants to compile a list of available funds and see what we have currently committed and what funds we have available.
- Phil agreed to put together an excel doc to present at next meeting with accurate numbers and allocated funds.

### Wellness Park Playground

- Planning to be installed in August

### Great Places Designation

- Next meeting is March 7<sup>th</sup>
- State-wide annual meeting is being held in Marshalltown on Monday, April 10<sup>th</sup>, several from Washington will attend.

### Barn Quilt/Mike Zahs Video

- No new updates

### Solar System Scale on Kewash Trail

- Phil mentioned he is slowly working on this project, has not heard back from Delmar Yoder STEM grant

### Adjournment

- Clay motioned to adjourn, second by Phil. Approved.

Our next meeting will be on Monday, March 27<sup>th</sup> at 11 am in the City Council Chambers.

Clay Whisler