



Hotel/Motel Tax Fund Administration Committee Agenda



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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March 27, 2023, 11:00 AM, Council Chamber Meeting Room, City Hall

Hotel/Motel Committee Members Present: Millie Youngquist-Chair, Illa Earnest, Isabella Santoro, Phil Minino

Absent: Clay Whistler, Rhonda Reed, Diane Gallagher

Advisory: Sally Hart, Michelle Redlinger, Deanna McCusker, Mikayla Slechta

ACCEPTANCE OF AGENDA and February 23, 2023 Minutes – Motion Illa, 2nd Phil, Motion approved.

General Business:

Financial Report: Balance as of March is \$164,490.06.

Public Presentation – Pragnesh Patel – Hawkeye Motel [Pragnesh couldn't attend, presentation did not take place]

Request – Samantha Meyer, Main Street

- Samantha asked for a \$1000 Chamber Buck donation for a year's worth of promotional possibilities. Her goal is to boost attendance from in and out of town through drawings and raffles that involve Chamber Buck Prizes. Motion to approve request by Isabella, 2nd by Phil, Motion Approved

Tourism updates from Michelle and Mikayla

- Travel Iowa Conference – March 22-23, Altoona
 - A fruitful trip for Michelle, Mikayla, Isabella and Millie.
 - Key takeaways include thinking broader and cooperating with surrounding towns to draw people in for multiple things across multiple towns at once, Celebrity Scripted Cameos, 37% of Millennials want eat/drink experiences, 3 hrs of activities draws people from further out, Market experiences rather than amenities, create “to-do” itineraries, use more influencer based content for more genuine organic exposure.
- Marketing Materials – Mikayla
 - Worked on the monthly calendar of events and annual 1 page visitors guide.
 - Motel perk - YMCA card w/ QR code for 1 time YMCA visitors pass.
 - Human Trafficking Hotel training nearly complete. 1 Hotel left.
 - Community and Restaurant guide creation – for lobbies or entry of hotels.
- Washington Tourism Updates – mural plaques
 - H&R Block Plaque location discussed – Left of East facing door. 12” x 18” vinyl on metal plaque.

The Hotel/Motel Fund Administration Committee is: Illa Earnest, Diane Gallagher, Phil Minino, Rhonda Reed, Isabella Santoro, Clay Whisler and Millie Youngquist

New Projects

- Informational Kiosks and signage– (no update on sign design progress, main point person was not in attendance)
 - Michelle met with Parks Dept. head and heard their preferences for sign/kiosk locations. Action committee needs to meet again to present detailed proposals on placement and design of Kiosks (Central park and Wellness playground), Monument sign (Industrial park – get DOT approval), and whether or not we do street direction signs around town. Street directional signs may get put on hold as the need and impact may be minimal.

Ongoing Projects

- Washington Film Festival – Millie, Isabella
 - Publicity starting soon. Progress is steady.
- Website – No update.
- Hotel/Motel Project – Investors
 - Deanna to contact main investors to understand and clarify progress and needs. Possibly a need for local displays to garner interest or add a “local” touch. Committee wants to understand/discuss how we can contribute in a way that fits with the Hotel/Motel Fund’s mission.

Project updates

- Wellness Park Playground – No update
- Iowa Great Places Designation – Street sign shown to attendees. Four members of the GP committee will attend a State meeting in Marshalltown on April 10th.
- Barn Quilt Project – No update

Projects on Hold

- Mike Zahs Videos

Old Business, New Business

Set next meeting date - Next meeting Monday April 24th.

Motion to Adjourn Illa, 2nd Phil – Meeting Adjourned.