



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

April 24, 2023, 11:00 a.m., Council Chamber Meeting Room, City Hall

Hotel/Motel Committee Members Present: Millie Youngquist-Chair, Illa Earnest, Diane Gallagher, Isabella Santoro, Clay Whisler. **Absent:** Phil Minino, Rhonda Reed.

Advisory: Sally Hart, Deanna McCusker, Mikayla Slechta

ACCEPTANCE OF AGENDA and March 27, 2023 Minutes -

General Business:

Financial Report – Balance in account of \$158,221.66

Request from Great Places Committee – signs

Public Presentation – Pragnesh Patel – Hawkeye Motel – unavailable to attend today, may attend July's meeting

Update from Mikayla

- Merchandising Materials
- National Travel & Tourism Week – May 7-13
- Website – set up monthly meetings?

New Projects

- Informational Kiosks and signage– Clay
 - Two locations for Welcome to Washington signs have been discussed
 - One monument sign location has been approved by the DOT to be places along Highway 1, south of West Buchanan
 - Second monument sign location is being reviewed by the DOT near Palm Avenue of Highway 92 east of Wiley Boulevard, Deanna is discussing options with the DOT
 - Subcommittee is discussing wayfinding signs to be placed throughout town, currently have 10 directional signs but will further review in May to examine locations, costs, and grant options
 - Kiosks – a kiosk for the Wellness Park will be ordered today, it is two-sided with racks for flyers/handouts. The map design to go in the kiosk will be generated by Michelle and Mikayla and brought to the committee for review.

Ongoing Projects

- Washington Film Festival – Millie, Isabella
 - The festival will be held May 20th and 21st and it is free to attend
 - Approximately \$30,000 has been raised
 - Mike Zahs is kicking off the festival, and it is being held at 5 venues in downtown Washington
- Website

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

- Met with the website developers two weeks ago and they proposed a different calendar platform. Going to try the new calendar option.

Project updates

- Wellness Park Playground
 - installation will be in August or September
- Iowa Great Places Designation
 - Four members went to the annual meeting in Marshalltown earlier this month and learned about different projects, had a bus tour of public art, and discussed grant options for projects
 - Will be meeting next to discuss the Zahs collections and wishes for them moving forward

Projects on Hold

- Mike Zahs Videos – no update

Old Business – none

New Business – (re)appointments to the committee will be held in June

Set next meeting date

Monday, May 22nd, 2023 at 11 am.

Adjournment – Motion by Whisler, seconded by Earnest, to adjourn the meeting at 12:00 p.m. Motion carried.