



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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July 24, 2023, 11:00 AM, Council Chamber Meeting Room, City Hall

Hotel/Motel Committee Members: Millie Youngquist-Chair, Illa Earnest, Diane Gallagher, Isabella Santoro, Phil Minino, Clay Whisler

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

ACCEPTANCE OF AGENDA and June 26, 2023 Minutes. Phil made the motion to accept, seconded by Illa and approved unanimously.

General Business:

Financial Report – \$146,007.48

Applications received for vacant position – Charla Howard. Discussion to approve Charla’s application. This will be voted on at the next City Council Meeting.

Salary Increase for Mikayla - Diane made the motion to increase Mikayla’s salary from \$36,500 to \$39,055 (a 7% increase), seconded by Phil and approved unanimously.

Update from Mikayla

- Merchandising Materials - Washington t-shirt fundraiser has been going exceptionally well. As of July 25th, the Welcome Center has raised \$467. The fundraiser will go until August 16th. Michelle and Mikayla have started talking about the idea of picnic blankets and a framed mural images.
- Booth at County Fair – Mikayla presented a stats document showcasing the success of the booth. We had over 500 people visit our booth, over 300 giveaway entries and 190 new emails to receive our weekly and monthly newsletters.
- Website – Mikayla is taking the week of July 31st – August 4th to work on the media library and getting old/ not wanted images off the website. There will be a meeting in September to discuss the removal of plug-ins. Once the images have been gone through, Mikayla will let Justin know to start the filtering process of automatically removing the events and images after they are 3 years old.

New Projects

- Informational Kiosks Map – Mikayla – Michelle received quotes from Custom Impressions to print the map. Mikayla has started a google map to point out the points of interest we would like on the illustrated map. Phil came up with the idea to keep a google doc with updated business information for us so we can easily update the map, which will happen yearly.
- Wayfinding signage– Clay and Sally
- Welcome to Washington Signs

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

- Funding for Signage Project
 - We will combine the Welcome to Washington and Wayfinding signage as one project when we apply for grants. Clay will reach out to NESPER for timeline of project. Michelle will reach out to the Chamber Board to have the WCRF grant application go through the Chamber of Commerce. We will ask the Betterment Foundation for a grant of \$10,000. They will meet on August 16th.
 - Isabella made a motion to approve that Sally pursue Option A and send Millie and Clay the applications to be proofed to be sent in time before the deadlines. Resolution to city council to spend up to \$32,000. We will pursue the Riverboat Grant option with the Chamber of Commerce. Phil seconded and was approved unanimously.

Project updates

- Iowa Great Places Committee – At their most recent meeting, Mike Zahs showed everyone many items from his various collections. Mike’s family is not interested in keeping his collections so the committee is working to figure out a place to house them.
- The city will be installing the Great Places signs around town.

Projects on Hold

- Mike Zahs Videos – no update
- Wellness Park Playground – The kiosk is here but waiting until the playground is set up before installing in September.

Mural Plaques for the State Theatre and Meet Me in Washington – Mikayla is checking in with Michelle to see if these are ordered or what the next steps are for these.

Old Business, New Business

Set next meeting date – August 28th at 11 AM.

Diane made a motion to adjourn, seconded by Clay. Approved.

Mikayla Slechta