



## 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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**June 26, 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, Rhonda Reed, Clay Whisler**

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

ACCEPTANCE OF AGENDA and May 22, 2023 Minutes

- Illa made the motion to accept, seconded by Diane, approved.

### **General Business:**

Financial Report - The current balance in the account is \$167,626.82.

Committee Appointments

- Rhonda Reed has informed the committee she will be resigning from the committee. Isabella, Illa, and Millie are reappointed.

Report – Farm to Film Festival – Lyle Moen - 55-60 people attended the Mike Zahs opening session. There were 207 registered attendees, 969 film views, 61 films submitted, and 36 films shown. This event was run by 57 volunteers. Lyle said the 29 survey results were all very positive. One attendee stayed at Clay Whisler's Airbnb. They also had an attendee from Madison, Wisconsin who flew his own plane here to come. Lyle mentioned there were quite a few people who came from outside of Washington. The organization has also received their 501©3 designation.

Update from Mikayla

- Merchandising Materials - Mikayla is still working on this. Reached out to Leslie Bailey to get a shirt figured out.
- Booth at County Fair - Mikayla sent out her PDF of the plans for the booth. Still gathering donation items and figuring out details.
- Website – Michelle had a phone meeting with Vortex Monday morning to discuss the final pain points to be worked. There are 6 outstanding issues waiting to be figured out. There was not an invoice for May. Johnathon is not charging his time on the calendar or website in general, only Justin's time. The web developers with Mikayla and Michelle will be setting a meeting in August or September to look into the plug ins.

New Projects

- Informational Kiosks and wayfinding signage– Clay and Sally got the quotes for limestone vs. brick for the welcome signs that will go out at QC Supply as well as on Hwy 1
  - Phil made a motion to approve the Nesper design (2 all vinyl signs), Diane seconded and was approved unanimously.

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

- Funding for Signage Project - \$8,500 for the wayfinding directional time, looking into applying for the Betterment Foundation grant opportunity (next meeting July 19<sup>th</sup>), Riverboat Grant opens August 1<sup>st</sup>
  - The Welcome Sign project as a whole will cost \$40,000-\$42,000
- Michelle and Mikayla need a list for the amenities for the map on the kiosks by next month meeting.

#### Project updates

- Wellness Park Playground – nothing to report at this time
- Iowa Great Places Designation - nothing to report at this time

#### Projects on Hold

- Mike Zahs Videos – nothing to report at this time

#### Old Business, New Business

Set next meeting date July 24<sup>th</sup>, 2023 at 11 am.

Adjournment – thanks for coming!

Clay made the motion to adjourn, seconded by Phil and approved unanimously.

Topic for a future meeting – Report on website usage.