



Hotel/Motel Tax Fund Administration Committee Agenda



2024-2025 Goals:

- Expansion of promotional and marketing outreach
 - Development and promotion of local tourist attractions
 - Support events bringing in tourists
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October 28, 2024, 10:30 AM, Council Chamber Meeting Room, City Hall

Hotel/Motel Committee Members Present: Millie Youngquist-Chair, Illa Earnest, Diane Gallagher, Charla Howard, Isabella Santoro, Phil Minino and Leslie Allender.

Advisory Present: Michelle Redlinger, Joe Gaa.

Absent: None.

Chair Youngquist called the meeting to order at 10:34 a.m.

Motion by Howard, seconded by Allender, to accept the agenda and minutes as presented. Motion carried.

Motion by Minino, seconded by Allender, to accept the financial report as presented. Motion carried.

Discussion was held regarding a financial request from Farm to Film Festival. Some members favored a sponsorship while others felt purchasing a full-page ad in the program would be better. All agreed that the request for \$5,000 was hard to justify based on the participation numbers. Motion by Howard, seconded by Allender, to purchase a full-page ad in the program for \$750, and request that an informational survey be given to each participant to gather additional information for future funding requests. As an incentive, all completed surveys will be placed in a drawing for up to \$250 chamber bucks. Motion carried.

Discussion was held regarding the Kiowa Keith video. The latest version was improved and can be utilized for future event promotion. Santoro will request all footage for possible editing in the future. Motion by Gallagher, seconded by Minino to pay \$1,000 to Kiowa Keith for video production services.

Discussion was held on the Kiosk Map. A tabletop version was reviewed and several comments related to placement of certain landmarks were made. Redlinger will work with the designer to address those comments. Motion by Howard, seconded by Gallagher, to re-imburse the Chamber \$59.49 for the printing costs of the draft map completed by Custom Impressions.

The Committee agreed to form sub-committees to focus on specific issues.

Researching Ad Agencies- Gallagher, Allender, Redlinger

Drafting Policy for Financial Requests- Youngquist, Minino, Gaa

Billboard Collaboration- Howard, Santoro, Earnest

Next meeting will be November 25, 2024, at 11:00 a.m.

Motion by Howard, seconded by Allender, to adjourn at 11:54 a.m. Motion carried.

Respectfully submitted,

Joe Gaa

City Administrator