



## 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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**November 25, 2024, 11:00 AM, Council Chamber Meeting Room, City Hall**

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

Advisory Present: Michelle Redlinger, Joe Gaa.

Absent: Diane Gallagher

Chair Youngquist called the meeting to order at 11:00 a.m.

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

Motion by Redlinger, seconded by Earnest, to accept the financial report as presented. Motion carried.

Discussion was held regarding a financial request from Great Places Committee.

Discussion was held on the Kiosk Map. Redlinger has updated it and will be finalizing it soon. Changing of the block colors for cemeteries and parks also will keep to one QR code instead of two.

Discussion was held about the Tourism Meeting. The First Impressions Tourism & Community Assessment from the Iowa State University Extension and Outreach was discussed and agreed upon all to apply for it. Redlinger will be completing the application. Discussion was also held on creating a contract on defining how the Hotel/Motel Committee works.

Reports from the Sub-committees:

Researching Ad Agencies- Gallagher, Allender, Redlinger reported that 6 agencies have been contacted, some local and most have previously utilized before.

Drafting Policy for Financial Requests- Youngquist, Minino, Gaa - A draft policy was provided. A discussion was held on adding a paragraph at the top about the specifications on how the review process is completed and deadlines.

Billboard Collaboration- Howard, Santoro, Earnest – Discussion was held on the location of a Billboard such as on 218. Some members favored a more north direction, drawing in people from Cedar Rapids and Iowa City. Discussion was also held about the waiting list to get a Billboard as well as the costs.

Next meeting will be January 27<sup>th</sup>, 2024, at 10:30 a.m.

Motion by Howard, seconded by Santoro, to adjourn at 12:05 p.m. Motion carried.

Respectfully submitted,  
Kathy Kron  
City Clerk

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