

## Hotel/Motel Tax Fund Administration Committee Minutes

City Council Chambers, Washington City Hall

10:00 A.M., Monday, March 21, 2022

Members present: Millie, Phil, Clay, Isabella, Diane (by Zoom), Illa

Absent: Rhonda

Advisory: Sally, Michelle, Deanna

Motion by Phil, seconded by Diane, to approve the agenda as presented and the February 15, 2022, minutes. Motion approved unanimously.

Millie gave an update on the financial balance as of the end of February 2022 which is \$117,424.97. A suggestion was made to create a spreadsheet showing funds we have committed. (i.e. \$30,000 over 2 years for the Wellness Park Playground.)

Michelle, Millie, and Isabella will attend a two-day ILead Conference at Kirkwood in Cedar Rapids on May 12-13. Deanna will attend a one-day EITA workshop in Cedar Rapids on May 11.

Discussion of the top three survey results:

1. Conduct a feasibility study for a new hotel
2. Promote the State Theater
3. Promote 1 & 2

Discussion followed on:

- The Washington School Board lists their yearly goals in the heading of their meeting agendas.
- Write a mission statement to list goals for the next two to five years. Determine short term goals.
- Support events and activities that bring people to the State Theater
- Activities that promote Washington and enhance and promote community pride
- Develop and promote local tourism attractions. "Promote tourism in Washington"
- Market Washington as a place to live and visit

Conclusions:

1. Support a hotel feasibility study
2. Promote local tourism attractions
3. Expand tourism and marketing outreach

### **New Projects:**

Clay had talked with a representative from Nesper signs and had pictures of some possible signs and fonts but doesn't have a cost estimate yet. Discussion followed on possible several sign locations and font styles. We would need a mason to do the stone work. Clay will talk to the Y about signage and the Fair Board is looking at new signs. May be chance of collaboration on style, etc. with them. Deanna and Sally will talk with the land owner East of Washington about sign placement there. Michelle will check on AARP Community Challenge Grant that includes wayfinding signage.

Kiosks – 1 in Central Park and 1 at the Wellness Park. Michelle is working on wording and map. Amy Schulte from the Y would like to come and talk with Hotel/Motel about support for the Phase II Project.

### **Ongoing Projects:**

Website – Michelle is still spending a lot of time working with the site. Researching a new search feature.

Marketing Position – A job posting will go out this week. Michelle waiting on exact money numbers. Discussion on which employee policy will be used - Chamber or City and shared position priorities.

Wellness Park Playground – Will find out if we receive the Wellmark grant at the end of April. Smaller group needed to pick out the equipment.

Way Fairing Signage – see above.

### **Project Updates:**

Car Charging Station – The station will be delivered in 4 -5 weeks. Sally will work with City on electrical and set up. The total cost will be \$13,364.89. The grant will cover 90% and we will owe 10% or \$1,336.49.

Great Places – Sally and Millie are working on the application. Millie has asked for letters of support from the Chamber, Main Street, Hospital, School District and WEDG. We need to create a video and submit along with application. Clay Whisler will work on this. We are planning on submitting the application in early April for feedback from their committee. The final deadline is May 2.

State Theater – Michelle has a local mason that is willing to look at the project and give us a price for repair. Isabella will ask the Riverboat Foundation about a grant extension.

Barn Quilts – The quilt squares will be put in windows around the Square in June and installed later.

Paint Grant – Grant has been applied for and is on hold.

### **Projects on Hold:**

Mike Zahs Video – No action.

**Old Business:** there was no old business.

### **New Business:**

Washington International Film Festival – Lyle Moen and Sarah Gruenwald have been discussing plans for a proposed film festival in 2023 here in Washington. Lyle is forming a committee to work on this project. There was discussion on various aspects needed that need to be researched and considered for a festival. Millie will reach out to Lyle and ask him to come to the next meeting.

The next Hotel/Motel Tax Fund Administration meeting will be Tuesday, April 26, 2022, at 11:00 A.M. in the City Council Chambers in City Hall.

The meeting adjourned. 12:10 p.m.

Respectfully submitted.  
Illa Earnest