

## 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

---

### **September 26, 2022, 11:00 Noon. City Council Chambers, Washington City Hall**

Members present: Millie, Phil, Clay, Illa, Rhonda, Diane

Absent: Isabella

Advisory: Deanna, Michelle, Sally, Mikayla

Motion by Rhonda, seconded by Diane, to approve the agenda as presented and the August 22, 2022, minutes. Motion approved.

Financial balance August \$135,585.25

Kiosks and Signage – Clay got a signage quote from Tom Wide for a mocked up welcome sign. Quote was for \$30,000 unsure if this was for one sign or total. Phase I needs were two “Welcome to Washington” one by Wal-Mart and one on the west side of town. Directional signs at 1 & 92 intersection and Buchanan Street and Highway 1. Potential Phase I directional signs for Steele Aquatic Center, Playground and disc golf. Phase I two informational kiosks at Wellness Park and downtown. Quote from Nesper Signs for kiosk was \$6,585 per sign. Use free standing sign at Wellness Playground to honor donors. Consensus was to use free standing signs in range of \$10,000 to \$16,000.

Iowans Unite Mural – contract not signed yet. Arts and music added to mural. Added costs for the project were tuckpointing \$7500 with Chamber putting in \$3,000, Lets Center \$2,000 and Hotel/Motel \$3,000; two skim coat primer \$4,000. Hope that H & R Block will pay for the tuckpointing. Grand reveal will be Wednesday, September 19 at 11:00 a.m. Ribbon cutting, speakers, meet the artist, plaque honoring former building owner, Harold Jarvis and his family.

Washington overnight packages – Michelle talked about developing possible packages for overnight stay to put on the website.

Staffing Main Street – Mikayla is continuing work on the SNOW events brochure. The merchants want to have open houses every weekend in November and December. Main Street will reimburse Chamber for Mikayla’s time which Kelsey and Michelle will keep track of. Motion by Phil, seconded by Rhonda, to allocate time for Mikayla to help Main Street and Main Street reimburse for the time. Motion carried.

Downtown Holiday Promotions – Discussion of ideas which included a universal theme for all merchants; support chamber bucks promotions, special ornament, wrapping paper and wrapping service; and a special

sticker to put on packages. Motion by Diane, seconded by Phil, to spend \$1,000 for 1000 stickers for holiday promotion. Motion carried.

Mike Zahs Videos – Hotel/Motel has already paid for the raw footage.

Film Festival – Things are going forward.

Website Update – Not much update. Michelle meeting with Vortex tomorrow.

Hotel/Motel Feasibility Study – Should have the study by next week.

Meet in Iowa Grant – Any ticketed event with 10+ people staying overnight would get 25% back.

Wellness Park Playground – \$25,000 from Noon Kiwanis. Application to Riverboat.

Car Charging Station – Up and going.

Iowa Great Places – Planning a public event October 20 at 7:00 p.m.

State Theater Website Link – Millie has some more information to add.

State Theater Brochure – Copy sent to State Theater manager and hasn't heard back yet.

Barn Quilt Project – Most of the mini quilts sold. The money will go to renovations and classes.

Motion by Rhonda, seconded by Clay, to rotate the secretary position. Phil offered to do the October meeting. Motion carried.

Next meeting Monday, October 24, 2022 at 11:00 a.m. at City Hall.

Motion by Clay, seconded by Phil, to adjourn at 12:21. Motion carried.

Respectfully submitted,  
Illa Earnest