



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

January 23, 2023, 11:00 AM, Council Chamber Meeting Room, City Hall

Hotel/Motel Committee Members Present: Millie Youngquist-Chair, Illa Earnest, Isabella Santoro, Phil Minino, Clay Whisler. **Absent:** Diane Gallagher, Rhonda Reed.

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

ACCEPTANCE OF AGENDA and November 21, 2022 Minutes - Motion Phil, 2nd Illa, Motion Approved.

General Business:

Financial Report – Balance in our account as of January 19, 2023 is \$162,723.05. Revenues received in 2 quarters of FY23 are \$52,078.71, down only \$7,177.70 from the total revenues of FY22.

2022 Expenditures and Goals Review –

- Marketing – Hired Mikayla, Burma Shave Signs
- Tourist Attractions – website work, car charging station, support of film festival, murals, YMCA Pool, Wellness Park Playground
- Hotel Study – hired company to conduct study, additional research by chamber

New Projects

- Informational Kiosks and signage– Clay and Mikayla
 - Reviewed Phase 1 and 2 plan. Sign estimates from ASI Signage, Tom Wide, and Nesper Signs. Graphic designer estimates from Lindsay Carder, Kayla Schindler, Jane Shank.
 - Get Quotes for Masonry on the Welcome to Washington signs
 - Clay to reach out to Tom about Kiosk assumptions, what are his hesitations on doing it? Wrought Iron is the preferred direction. Ask Tom about wrought iron concepts for the Welcome to Washington sign as well. Get a quote for this.
 - Graphic Designers - Make sure we get the “raw” files for minor changes.
 - Sub-Committee for Kiosk Map design - Isabella, Michelle, Clay, and Samantha (Main Street) - Decide what goes on the map and contact graphic designer.
 - Clay made a Motion and Illa 2nd to pursue Lyndsay Carder for map design, assuming she can execute what we want and we own the raw file.
- Downtown Holiday Promotion - no update

Ongoing Projects

- Washington Film Festival – Millie, Isabella – They have applied for and received their 501c3 designation. Deadline for film submission is Feb. 2, have received about 44 films, were hoping for 100? They have made a list of technical equipment needed (about \$10K) and are planning on applying to the Brinton Trust for funding. Fundraising – still in progress.

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

- Website - No update
- Hotel/Motel Study – HMI, Chamber - Investor meetings happening, another private survey has been done.

Project updates

- Wellness Park Playground – Materials have been ordered. Hope for installation in August.
- Iowa Great Places Designation - Met in January, narrowed list to top 5/6.
 - Downtown Streetscape
 - Improving navigation/wayfinding signage.
 - Supporting the film festival
 - Adding public art, including murals and performances.
 - Establishing a museum and display for the Brinton collection
 - Improving/adding recreational opportunities
- Barn Quilt Project - No update
- Travel Iowa conference March 22 and 23rd. Contact Michelle if interested in attending.

Projects on Hold

- Mike Zabs Videos - Pursuing Guinness book of world record designation for nativity display.
 - Isabella proposed finding a place to display the nativities year-round.

Old Business – there was no old business

New Business – Millie mentioned some new things coming to Washington:

- Proposed space for community garden.
- The Public Library is seeking a design proposal for a “maker space” in their basement.

Clay Whisler identified need for more media - he proposed an idea to have a social media contest for Tik Tok or facebook shorts to build more casual social media interest. Also discussed hiring someone to create a Washington highlights video - what we have to offer.

Set next meeting date

Monday, Feb 27th, 2023 at 11 am.

Adjournment – thanks for coming!