



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
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May 22, 2023, 11:00 AM, Council Chamber Meeting Room, City Hall

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

Advisory Present: Sally Hart, Michelle Redlinger, Mikayla Slechta.
Absent: Deanna McCusker.

Acceptance of May 22 agenda and April 24, 2023 Minutes - Motion by Illa, second by Clay. Approved.

General Business:

Financial Report – the current balance is \$158, 082.66

Public Presentation – Pragnesh Patel from the Hawkeye Motel gave an update about his business. The hotel in Columbus Junction seems to be their greatest competition. They have 22 rooms, bookable online and recently renovated and repainted and offer both daily and weekly rates. They have thought about adding an entrance directly from the highway to allow trucks to pull in. People are coming in for funerals and employee trainings. There is 1 room for a travel nurse that comes and stays on a monthly term.

Suggestion: arrange for joint advertising with all overnight accommodations in Washington, ask what is bringing their guests to Washington.

Update from Mikayla

- Merchandising Materials – Mikayla is reaching out to Boho Baileys to discuss tote bags and t-shirts
- Booth at County Fair – Mikayla will come up with a budget & goals – how can we judge the success
- Website - new calendar is live. Still working out some kinks but the process is going smoothly

New Projects

- Informational Kiosks and wayfinding signage– The 2 sided kiosk (8.5x11) for the Wellness Park playground area has been ordered. A welcome sign location on Highway 92 East has been approved by the owners of the QC Ag Supply property, Craig Jones. Sally created a mockup of the wayfinding signage, Clay emailed to all of us. Wayfinding signage is around \$600/sign. Sally will put together an RFP for masons for the base of the Welcome signs.
- Proposal of kiosk info from Mikayla and Michelle to present in July

Ongoing Projects

- Washington Film Festival – Millie, Isabella Great attendance, Q&A went very well. The title and logo interested many people. Isabella asked if the F2F would qualify for the Meet in Iowa Grant. The F2F committee will meet soon to discuss plans for next year. Suggestions: serve alcoholic beverages, popcorn, add the F2F on the marquee of the theatre.

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

Project updates

- Wellness Park Playground – will be installed this August- September. The kiosk will be added after that.
- Iowa Great Places Designation

Projects on Hold

- Mike Zahs Videos

Old Business, New Business

- Michelle mentioned conversations with the Supervisors about their proposed move to Orchard Hill. The current plan would keep public health on the square but the other offices would move. Discussed the possibility of having a museum at the old Federation Bank building.
- KCRG is looking to relocate the city cam. Millie suggested the old Federation Bank building. Isa suggested the library.
- Michelle talked about Summer Classic – wanting to change the demographic to cater towards all ages – add dodgeball tournament, slow pitch softball, pickleball for next year. (2024)

Set next meeting date June 26th

Adjournment – thanks for coming! Clay 1st, Isa 2nd