

## Hotel/Motel Tax Fund Administration Committee Minutes

City Council Chambers, Washington City Hall

11:00 A.M., Tuesday, February 15, 2022

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

Absent: Diane, Rhonda

Staff: Sally, Michelle, Deanna

Guest: Nick Pacha

Motion by Isabella, seconded by Clay, to approve the agenda as presented and the January 10, 2022, minutes. Motion approved unanimously.

Millie gave an update on the financial balance as of January 31, 2022 which is \$119,945.01

**Survey Results** - Survey top priorities were:

1. Do a study for a new hotel
2. Develop a festival around the State Theater
3. Promote Washington to the Iowa City area as a place to live and play and push social media

Second tier survey votes were:

1. Promote local museums
2. Develop signage to point to local features
3. Reach out to Iowa City more
4. Increase community marketing – develop website and social media
5. Develop free family-friendly things to do (Wellness Park amenities would be part of this)

There will be further discussion at the March meeting on the survey and topics.

**Tourism Conferences** - Michelle asked if anyone would like to attend one or both days of the two-day Tourism Conference in Cedar Rapids. It will be at the Kirkwood Center on May 12-13 or a one day EITA Travel Iowa Conference in Cedar Rapids on May 11.

## New Projects

**Wellness Park Playground** - The Wellness Park is getting a lot of people (local and out of towners) coming to the ballfields and the trail starts there. The hope is that the Wellness Park can become a destination spot for people and not just for sporting events.

Washington Park Superintendent Nick Pacha was present to talk about the proposed large play structure to be built at the Wellness Park probably in the Spring of 2023. The playground would be handicapped accessible with an ADA compliant rubber surface. They are seeking a \$100,000 Wellmark grant. Other funds for the project would be \$50,000 Municipal grant, Park Board \$10,000 and they are asking other entities and service clubs for funds. Nick asked the Hotel/Motel Committee if they would contribute to the project. Motion by Isabella, seconded by Phil, to donate \$30,000 over 2 years to the playground project. Part of the money to be used to develop a kiosk. Motion carried unanimously.

**Informational Kiosks** – Michelle, Sally and Clay will report at the next meeting.

**Mike Zahs videos** - Videos not what the committee expected and are not really tourism oriented. Clay will reach out to John. The project will be put on hold for now.

## **On-Going Projects**

**Website** – Michelle will meet with vendor at 11:00 a.m. on Friday, Feb. 11. Site not doing what it should be doing.

**Marketing position** - Michelle handed out job description. She is working on how the payroll will work. Sally and Deanna will get figures to take to the Chamber Board.

## **Project Updates**

**Electric Car Charging Stations** – Bids were received for the two parts of work needed.

Electric Work:

- Marie Electric - \$980.89
- Franzen Electric - \$1,625.
- Washington Electric - \$3,200.00

Car Charge Station:

- Lilypad – ChargePoint CT 4025-GW1, Assure five-year plan, and five-year pre-pay Commercial Cloud Plan -\$12,384.00
- Webosolar – ChargePoint CT4025-GW1 and five-year pre-pay commercial network plan - \$11,651.00 (awaiting cost for a 5-year Assure plan with one-year Assure at \$740.00)
- EVChargeSolutions – ChargePoint CT4025-GW1, Assure five-year plan, and pre-pay commercial cloud plan - \$15,577.80

Motion by Clay to select Lilypad and Marie Electric, seconded by Isabella. Motion approved unanimously. Will order in March for summer installation.

**Iowa Great Places Designation** – The Vision Plan that has been developed will go to City Council for approval in March. Sally is working to update the application. We are planning to send the application in to IDCA for early review. The final application is due May 2<sup>nd</sup>.

**State Theater Mural** – no action.

**Barn Quilt Project** – The Middle School group has purchased paint to paint the small quilt blocks. Michelle has submitted grant to “Keep Iowa Beautiful” for 50 gallons of free paint.

The next Hotel/Motel Tax Fund Administration meeting will be Monday, March 21 2022, at 10:00 A.M. in the City Council Chambers in City Hall.

The meeting adjourned. 12:56 P.M.

Respectfully submitted.

Illa Earnest