

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

June 27, 2022, 11:00 AM, City Council Chambers, Washington City Hall

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

Absent: Diane, Isabella, Sally

Advisory: Deanna, Michelle

Motion by Rhonda, seconded by Phil, to approve the agenda as presented and the May 23, 2022, minutes. Motion approved.

Millie reported that the balance in the account was \$122,812.24 and Hotel/Motel funds collected for FY22 was \$59,256.41.

Clay led the discussion about signage as the Committee went through the sign concepts and lettering. No information has been received from Tom Wide. Clay will follow up with Michelle and Keith to discuss signage locations. Clay will ask for some other sign designs. The Committee may decide to apply for a Riverboat Grant or seek funds from the Washington Betterment Foundation.

Mikayla Slechta, the new Outreach and Communications Co-Ordinator, was introduced.

Destination Iowa Grant Update – Friends of Lake Darling did not apply. The DOT denied the Lake Darling trails connection to the highway. Brighton and the YMCA did apply for a grant. Discussion continues on the boutique hotel possible project. Federation Bank building discussed as a possibility.

Meet in Iowa Grant – The Chamber is working on putting the AirBNBs in the newsletter to inform local businesses that they are available.

Film Festival – The committee is working on a name, logo, and rules.

Iowans Unite – The video Randy Williams did is online and people can vote every day. We need to get enough votes to move to the next level.

Website Update – Mikayla is working on fixing some features and updating others.

Marketing Position – Mikayla Slechta has been hired and started work on June 6th.

Hotel/Motel Feasibility Study – The research people should be coming this week.

Wellness Park Playground – A T-Mobile \$50,000 grant has been applied for.

Car Charging Station – working to get it setup and online.

Iowa Great Places Designation- tour went very well and now just waiting for announcement, which is due by June 30th.

State Theater Mural – Michelle looking for a boom truck and repair guy to come. Wall Dogs will send some paint for touch-up. Millie has information for the plaque.

Barn Quilt Project – The bingo cards have been printed for the contest. Three winners with a \$50 prize for each winner. Blocks are posted on borrowed posts. There are four loops. Cost for printing was \$300. Motion by Phil, seconded by Rhonda, to pay the \$300. Need a logo for the Hotel/Motel Committee to put on literature. Michelle is meeting with the old barn quilt committee. The Extension Office holds the funds for the old committee. What to do with the mini blocks which are owned by the school?

Discussion on terms expiring for some board members. Illa wants to renew and Phil will decide after the Chamber board meeting.

The State is no longer funding regional tourism programs. They are hiring two full time regional panels. July 6 new tourism group I-Trip. Legislature focusing on wide regional areas. Keri Kocher is on the Tourism Committee in the legislature now and will be supporting the tourism legislation. Debi Durham coming on September 30.

Mike Zahs Videos on hold.

Next meeting Tuesday, July 26, 2022 at 11:00 a.m. at City Hall.

Motion by Phil, seconded by Clay, to adjourn at 12:26.

Future idea for a “Selfie Park” like Phil saw in Minnesota.

Respectfully submitted,
Illa Earnest