

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

November 21, 2022, 11:00 Noon. City Council Chambers, Washington City Hall

Members Present: Rhonda, Isabella, Phil, Diane, Millie, Clay, Illa

Advisory: Deanna, Michelle, Sally, Mikayla

Guests: Amy Schulte, Samantha Meyer (Mainstreet)

Approval of Oct. Minutes: Motion Isabella and 2nd by Diane - Motion carries to approve

General Business

Financials: \$122,678 at the end of October

YMCA Pool Project - Amy Schulte YMCA CEO

- Enhance Iowa grant changes explained. 65% of funding and show how they'll fundraise for the remaining amount. Potential activity increases - Swimming meets for schools and clubs, possible triathlon events. Phys ed intro to swimming through schools (vital life saving skills).
- Project costs have crept up - \$8M+ now.
- Certificates/passes from hotels that allow them to swim or use YMCA day pass for free.
- Requesting an annual gift of \$2,000 per year for 5 years (\$10k total) for the project to help leverage the grant funds.
- Illa motion to approve YMCA request for \$2k/yr for 5 years and 2nd from Isabella. Approved.

Tourism: No updates

New projects:

Informational Kiosks and Signage: Clay updated, no quotes yet, will focus on it at our next meeting. 3 companies quoting Monument welcome sign, kiosks, and directional signs (Nesper, Tom Wide, ASI signage based in Cedar Rapids). Quoting designers to work on kiosk map designs. Clay will send PDF to Sally to present on the large screens for decision making once all quotes come in.

- Iowa Great Places Sept. grant missed - Can apply for future grant cycles
- AARP grant for wayfinding as well.

Holiday Promotion: Holiday Stickers cost \$200, question whether they can use the remaining \$800 for other holiday promotions.

- Potential for a raffle in downtown retail stores with a weekly drawing for chamber bucks.

- Committee clarified that the remaining balance of the previously approved \$1000 can be used for other items as Main Street sees fit. Facebook ads, Stickers, chamber bucks, etc.

Mike Zahs video: Project on hold, no updates until Michelle comes back with options. Low on the list.

Ongoing projects:

Washington Farm-to-Film Festival update:

- Requests for fund raising have gone out, there has been some interest.
- General updates on Film submittals, meeting 11/22, will have more updates afterwards.
- Festival is listed on the Iowa Department of Cultural Affairs website and films are being submitted through FilmFreeway.

Website:

- Michelle had meeting with company to help with off-loading web components to speed up site. Still having calendar sync problems.
- Sally - Confirmed hosted data from city can be easily pulled back and forth into website to speed up and allow Chamber website to look different. Chamber website would require migration of city information off its site. Business data could also offload from the website and onto a different server.
- Vortex is doing a decent job, limited by what can possibly be fixed versus overhauled.
- Learning more about what costs would be for the various options.

Hotel/Motel Study - HMI, Chamber:

- Study says Washington *can* support a hotel.
- Potential local developers needed a few more details to consider whether to move projects forward.

Project Updates:

Iowan's Unite Mural

- Mural was fixed
- Funding for extra costs - Betterment is happy with result now and agreed to help fund the remaining needs and paint to fix the mural. Approx. \$2k
- Still waiting for H&R Block to pay for fixing the wall prior to paint.
- Need to get plaque for murals done and installed - Mikayla gathering all of the contributors info and waiting for name of the building.
- State Theatre mural/brick correction plan moving ahead with Brett Greiner. Logistics and timing to work out.

Wellness Park Playground

- \$150k from Riverboat Grant
- Ordering components - August delivery
- More funding coming in, may expand project to add swings which are ADA compliant.

Iowa Great Places

- Millie and Jaron co-chairing the committee which met for the first time on November 8th.

Barn Quilt - No updates

Next meeting Monday January 23rd at 11 am (No meeting in December)

Motion to Adjourn: Diane and seconded by Clay