



Interested members of the public can listen to this meeting by phone at: 206-800-4590; Phone Conference ID: 102 660 96#. All public comments shall be emailed to Philly Marsh ([pmarsh@redmond.gov](mailto:pmarsh@redmond.gov)) at least 24 hours before the meeting time. [To view the meeting presentation, click here.](#)

### **MEETING AGENDA**

Tuesday | June 6, 2023  
10 a.m. – Noon

Prepared by Jackie Lalor, Staff Liaison [jlalor@redmond.gov](mailto:jlalor@redmond.gov)

#### LTAC Members:

- Steve Fields, Council Chair
- Dan Angellar
- Latha Sambamurti
- George Manojlovic
- Melody Lanthorn
- Nancy Heard

#### City of Redmond Staff:

- Philly Marsh – Economic Development and Tourism
- Seraphie Allen – Planning & Community Development Deputy Director

#### Agenda:

1. March 6, 2023 meeting minutes approval
  - i. LTAC Action: Approved**
2. 2024 Tourism Grant application window August 1-15
3. Council feedback on LTAC recommendations
  - a. April 25 | [7 p.m. Study Session](#) (Watch on [Facebook](#) or [Legistar](#))
  - b. April 4 | [4:30 p.m. Committee of the Whole](#) (Watch on [Facebook](#))
    - i. *Committee Discussion:*
      - *Signature Events:*
        - *Derby Days: the weekend it takes place is one of the busiest weekends of the summer for hotels due to soccer tournaments*
        - *LTAC has concerns around the tourism draw to hotels and from more than 50 miles away for mostly Derby Days- Redmond Lights and cultural arts have potential if reworked to have a tourism focus*
        - *Can Parks staff provide proposals to the LTAC of how signature events and cultural arts programs will change to target tourists from more than 50 miles away and result in more hotel stays?*



- *Reserve Fund: LTAC members agreed with Finance's assessment and recommendation to keep 60% of projected budget revenues*
- *LTAC discussed tourism spend opportunities such as:*
  - *Tourism strategic plan*
  - *Fully funding current level of administration*
  - *Increasing event grants*
  - *Visitor center/kiosk*
  - *Data collection tools*
  - *Shuttle between Redmond and Woodinville*
  - *Light rail opening - marketing campaign*
- *Tourism Strategic Plan:*
  - *This plan is not currently in existence and is needed*
  - *Help inform the 2025/2026 budget*
  - *Help inform how to coordinate with TPA funding and workplan*
  - *Help inform how to best invest additional surplus funds of the end fund reserve above the 60% threshold*
  - *Work with Parks staff to evaluate opportunities to increase tourism results for signature events and cultural arts programming*

4. Round 2 of Council Recommendations

*ACTION: COUNCIL RECOMMENDATIONS FROM THE LTAC:*

- Recommendation 1:  
The LTAC unanimously recommends maintaining a target end fund reserve of 60% of projected budget revenues.

The LTAC may recommend to Council at any time, a funding plan above the 60% threshold to adequately invest in identified, large spending opportunities.

(Councilmember Steve Fields moved; unanimously passed)

- Recommendation 2:  
The LTAC unanimously recommends allocating up to \$80,000 to support a tourism strategic plan.

(Councilmember Steve Fields moved; unanimously passed)

*The above recommendations passed unanimously 6 yes; 0 no votes  
(no absent members)*