



Interested members of the public can listen to this meeting by phone at: 206-800-4590; Phone Conference ID: 870 437 464#. All public comments shall be emailed to Jackie Lalor (jlalor@redmond.gov) at least 24 hours before the meeting time. [To view the meeting presentation, click here.](#)

DRAFT MEETING MINUTES

Monday, March 6, 2023

1:00 – 3:00 p.m.

Prepared by Jackie Lalor, Staff Liaison jlalor@redmond.gov

LTAC Members Present:

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

City of Redmond Staff Present:

- Jackie Lalor & Philly Marsh – Economic Development and Tourism

Guests Present:

- Bullseye Creative (DMO): Peter Klauser and Huso Paco

Agenda:

1. February 14, 2023 meeting minutes approval
 - i. LTAC Action: Approved**
2. Bullseye Creative – Experience Redmond marketing update
 - i. [Click here to view the Bullseye Creative presentation](#) from the meeting
3. Fund allocation discussion (continued)
 - a. 2022 Lodging Tax revenues
 - i. *Fund overperformed 2022 expectations of \$336,330 and ended around \$487,739 for 2022*
 - ii. *Note: Fund is still well below pre-pandemic 2019 revenues of \$620,070*
 - b. Current end-fund balance
 - i. *Currently \$735,000*
 - c. Local research recap
 - i. *Reviewed slides from last meeting (see presentation link above)*



LTAC DISCUSSION FOLLOWING PRESENTATION:

The committee expressed a desire to use their collective expertise to make future funding recommendations to:

- *Strengthen Redmond as a tourism destination*
- *Leverage lodging tax investments to increase tourism stays during the tourism shoulder season (Q4/Q1)*
- *Find new opportunities and events to increase tourism specifically in the shoulder seasons*
- *Boost business travel again*

Note: Committee Member Nancy Heard was absent from the meeting but member Heard's written comments were read into the record.

ACTION: COUNCIL RECOMMENDATIONS FROM THE LTAC:

1. The LTAC recommends that the lodging tax budgeting process is no longer percentage-based but instead, follows the City of Redmond's biennium, line-item budgeting process starting in 2025.
(Dan Angellar Moved; Melody Lanthorn Seconded)
2. The LTAC recommends an end-fund practice of maintaining a target balance equal to or greater than the average annual fund revenues.
(Dan Angellar Moved; Latha Sambamurti Seconded)
3. The LTAC recommends that the City of Redmond seeks alternative funding sources for City signature events and cultural arts programming outside of the lodging tax fund.
(George Manojlovic Moved; CM Steve Fields Seconded)

The above recommendations passed unanimously 5 yes; 0 no votes (1 member absent)