



This meeting will be held at the Redmond City Hall. Interested members of the public are welcome to listen to this meeting by phone at: 206-800-4590; Phone Conference ID: 131 974 043#. All public comments shall be emailed to Jackie Lalor ([jlalor@redmond.gov](mailto:jlalor@redmond.gov)) at least 24 hours before the meeting time. [To view the meeting presentation, click here.](#)

**DRAFT MEETING MINUTES**

Monday | September 9, 2024

1:30 – 4:00 p.m.

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

LTAC Members Present:

- Nancy Heard
- George Manojlovic
- Latha Sambamurti, Nominated Chair
- Kim Saunderson

City of Redmond Staff:

- Jackie Lalor & Philly Marsh – Economic Development and Tourism

Agenda:

1. Meeting opening and approval of [June 11 meeting minutes](#)

*Nominated Chair, Latha Sambamurti*

- a. Meeting called to order: 1:37 p.m.

**LTAC Action: Unanimously Approved Meeting Minutes 4 yes; 0 no votes**

*Motioned by Latha Sambamurti; Seconded by George Manojlovic*

2. General updates (City Staff)

- a. Member update

- i. One hotelier application received, with a potential interview scheduled in October.

- b. Budget Process Update

3. Geofencing Technology Update

- a. City staff reviewed three vendors and recommend Placer.ai.

- b. TIS is conducting a technology and risk evaluation of Placer.ai.

**LTAC Action: Motion to support and approve the City staff recommendation of Placer.ai as the tourism technology solution.**

*Motioned by Latha Sambamurti; Seconded by George Manojlovic*

**Unanimously Approved 4 yes; 0 no votes**



4. Experience Redmond RFP Update
  - a. Staff received 9 proposals for this contract.
  - b. Two scoring rounds were completed by scoring committees.
  - c. Bullseye Creative was chosen as the preferred vendor.

**LTAC Action: Motion to recommend Bullseye Creative for a 3-year contract to manage the marketing and associated scope of work for the Experience Redmond tourism brand in the amount of \$525,000 for Council's consideration and approval.**

*Motioned by Latha Sambamurti; Seconded by Nancy Heard*

**Unanimously Approved 4 yes; 0 no votes**

5. 2025 Tourism Grants LTAC Funding Recommendations
  - a. Conflict of Interest and Recusals:
    - i. Recusals were requested for any member who, or whose family member, has a financial interest in an applicant or event.
    - ii. No recusals were necessary, but possible conflicts were noted in the detailed scoring document.
  - b. Late Submissions:
    - i. Four applications were received after the 2:00 p.m. August 19 deadline:
      1. VALA Arts Festival - 6 minutes late
      2. Northwest Share Festival of Color - 1 hour late
      3. Northwest Share Vegan Festival - 1 hour late
      4. Centro Mexicano Cinco de Mayo -1 week late (received after all pre-scoring was completed).
    - ii. LTAC discussed the issue of accepting late submissions extensively.
      1. Consensus was reached to move future deadlines to 5:00 p.m. to allow staff time to answer questions and ensure preliminary scoring.
      2. The most concern centered around the 1-week late Cinco de Mayo submission.
      3. LTAC acknowledged the importance of funding as many tourism-related events as possible but emphasized the need to enforce deadlines to ensure fairness and equity.
      4. Following the discussion, LTAC proceeded to a vote on whether to accept the late submission from Cinco de Mayo.  
**LTAC Action: Motion to accept the late submission Cinco de Mayo application for grant funding discussions.**  
*Motioned by Latha Sambamurti; Seconded by George Manojlovic*  
**Passed 3 yes; 1 no vote**
  - c. Recommendations for the 2026 Grant Process:
    - i. Adjust the deadline to 5:00 p.m. instead of 2:00 p.m. to avoid any confusion.
    - ii. Add a clear statement at the top of the application stating that no late submissions will be considered for funding.
  - d. Comments and changes to staff funding recommendations:
    - i. Staff did not make a funding recommendation for the Cinco de Mayo application due to the 1-week late submission.



## Lodging Tax Advisory Committee (LTAC)

- ii. The LTAC expressed strong support for the Cinco de Mayo event and recommended reducing the funding amount from the past amount of \$10,000 to \$7,500 due to the 1-week late submission.
- iii. Some LTAC members expressed concern over the high level of contribution to the City events including Redmond Lights, Derby Days, and Cultural Arts programming. The members requested the City continues to seek alternative funding sources outside of the lodging tax fund.

***LTAC Action: Motion to recommend the 2025 tourism grant funding in the amount of \$172,000 for Council's consideration and approval.***

*Motioned by Latha Sambamurti; Seconded by Nancy Heard*

***Unanimously Approved 4 yes; 0 no votes***

*Meeting adjourned: 3:21 p.m.*