

## **Lodging Tax Advisory Committee Meeting Agenda**

October 18, 2024

12:00 PM

Physical Location: Aspen Room, 415 W 6th Street, Vancouver WA, 98660

Virtual Meeting Link & Call-In Number: For the virtual Microsoft Teams link, please reach out to [kimberly.kerlee@cityofvancouver.us](mailto:kimberly.kerlee@cityofvancouver.us).

- 1. Call to Order and Roll Call**
- 2. Approval of Minutes**
  - a. Approval of 10/9/24 Meeting Minutes
- 3. City LTAC Administrative Cost Proposal**
- 4. 2025 Lodging Tax Grant Applicant Presentations**
  - a. Vancouver Arena - Go Fest
  - b. WHY Community - Couve Clover Run
  - c. Camas Lions Club - Lions District 19 Annual Convention
  - d. NW Association for Blind Athletes (NWABA) - Columbia River and Girlfriends Triathlon
  - e. Vancouver Symphony Orchestra - Vancouver USA Arts & Music Festival
  - f. Jlaughin LLC - The Craig Stein Oktoberfest
  - g. Bravo! - 25th Annual Vancouver Wine & Jazz Festival
  - h. City of Vancouver - Expansion of the Convention Center
  - i. Vancouver Famers Market - Vancouver Holiday Market
- 5. Other Business**
- 6. Community Communication**

**\*\*The public is invited to speak regarding any issue. Members of the public testifying are asked to limit testimony to three minutes. There are three ways to provide comments:**

  - In Writing: Public comments can be submitted in writing (name, address, contact information and comments) via email to [kimberly.kerlee@cityofvancouver.us](mailto:kimberly.kerlee@cityofvancouver.us) by 5pm the day before the meeting.
  - Remotely: Pre-register by phone at 360-487-7846 or email [kimberly.kerlee@cityofvancouver.us](mailto:kimberly.kerlee@cityofvancouver.us) by 5pm the day before the meeting.

- In Person: Pre-register by phone at 360-487-7846 or email [kimberly.kerlee@cityofvancouver.us](mailto:kimberly.kerlee@cityofvancouver.us) by 5pm the day before the meeting or fill out a Public Comment form in person prior to the start of the Community Communications portion of the meeting.

**7. Executive Session (as needed)**

**8. Adjournment**

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**Date:** October 9, 2024

**Time:** 12 – 3 p.m.

**Location**

City Hall – Aspen Room, Fl 1  
415 W 6<sup>th</sup> Street  
Vancouver, WA

**Regular Meeting** (Convened in-person and via video conference)

The meeting agenda materials referenced in these minutes can be found [online](#). Link to Microsoft Teams meeting video: [24 10 09 LTAC Meeting Video](#).

**Item 1: Call to Order and Roll Call**

The meeting of the Lodging Tax Advisory Committee was called to order at 12:05 pm by Kim Harless, Committee Chair.

**Board Members Present:** Kim Harless, Steve Bowers (remote), Jennifer Kenney, Temple Lentz (remote), Janet Kenefsky (remote), Christie Rust, Ryan Hart, Terry Goldman, Carla Rise

**Board Members Absent:** None

**Staff Present:** Chris Harder, Kimberly Kerlee, Jonathan Young, Andrew Westlund

**Guests:** Cliff Myers, Visit Vancouver

**Item 2: Approval of Minutes**

**Motion** by Rise, seconded by Goldman, and carried unanimously to approve the September 11, 2024, minutes.

**Item 3: Review 2025 Lodging Tax Grant Applications**

Chris Harder, Deputy Director, reviewed conflicts of interest and discussion occurred around LTAC members recusing themselves from discussing or making decisions related to any applicant or organization where they are a board member or employee. Harder provided an overview of the 2025 City Manager recommended LTAC budget to be approved by City Council. Harder reiterated that the budget is not adopted until approved by City Council and available resources could change. Committee members asked questions and discussion occurred around the LTAC budget and how allocation of funds was decided. Staff responded. The final budget will be confirmed and finalized in December.

Committee member Bowers advocated for inviting all applicants to present. Chair Harless asked if there were any applications that did not qualify. Harder responded.

## Members

Kim Harless  
**Chair**

Steve Bowers  
Temple Lentz  
Janet Kenefsky  
Jennifer Kenney  
Christie Rust  
Terry Goldman  
Ryan Hart  
Carla Rise

**Economic  
Prosperity &  
Housing**

415 W 6<sup>th</sup> Street  
P.O. Box 1995  
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**To request accommodation or other formats, please contact:**

Economic Prosperity & Housing | 360-487-7846 | Relay 711 | Kimberly.Kerlee@cityofvancouver.us

Harder reviewed the total funds being asked for. The committee discussed the optional presentation time slots. The committee evaluated and discussed the 2025 Lodging Tax Grant applications and made motions to move applications to the second round of scoring to offer optional presentations to be made by the applicants.

**Motion by** Goldman, seconded by Kenney, and carried unanimously to not move the Grant St. Pier application to round two.

**Motion by** Goldman, seconded by Hart, and carried unanimously to move the Lions District 19 Annual Convention application to round two.

**Motion by** Bowers, seconded by Kenny, to condense the Fourth Playn Indoor Play Space and Family Play Day application into one presentation time slot. Yay: Bowers Nay: Harless, Kenefsky, Rust, Goldman, Hart, Kenney, Rise, Lentz: Motion fails.

Goldman requested the motion be modified to keep the two applications separate.

Harless proposed an amendment to the motion that if there are multiple lodging tax applications by the same applicant that they are condensed into one time slot for optional presentations. Seconded by Goldman. Yay: Bowers Nay: Harless, Kenefsky, Rust, Goldman, Hart, Kenney, Rise, Lentz. Amendment fails.

**Motion by** Goldman and seconded by Rust to not move Fourth Playn Indoor Play Space application to round two. Yay: Kenney, Rust, Goldman, Harless, Lentz. Nae: Bowers, Kenefsky, Hart, Rise. Motion passes.

**Motion by** Harless and seconded by Goldman to move the Day of the Dead Luminarias applications to round two. Yay: Harless, Kenney, Rust, Goldman, Kenefsky, Hart, Rise. Nay: Bowers. Motion passes.

**Motion by** Hart, seconded by Goldman, and carried unanimously to not move Starbird Theatre 'The 39 Steps' application to round two.

**Motion by** Goldman and seconded by Rust to not move Family Play Day application forward to round two. Yay: Harless, Kenny, Rust, Goldman, Kenefsky, Hart, Rise. Nay: Bowers. Motion passes.

**Motion by** Goldman, seconded by Hart and carried unanimously to move the Northwest Dream Cup application to the second round.

**Motion by** Rust, seconded by Rise and carried unanimously to move the 4 Days of Aloha application to the second round.

**Motion by** Hart, seconded by Kenney, and carried unanimously to move the Vancouver Holiday Market application to the second round.

**Motion by** Rise, seconded by Kenney, and carried unanimously to move the Go Fest application to the second round.

**Motion by** Goldman, seconded by Rust, and carried unanimously to move the Columbia River Girlfriends Triathlon to the second round.

Committee members Hart and Rust recused themselves due to a conflict of interest with the VDA's Trip to the Light Vantastic application.

**Motion by** Kenney, seconded by Goldman, and carried unanimously to move the Trip to the Light Vantastic application to the second round.

**Motion by** Hart, seconded by Kenney, and carried unanimously to move the 25<sup>th</sup> Annual Vancouver Wine & Jazz Festival application to the second round.

**Motion by** Goldman, seconded by Kenefsky, and carried unanimously to move the Vancouver USA Arts & Music Festival to the second round.

**Motion by** Goldman, seconded by Kenney, and carried unanimously to move the Appletree Marathon and Relay application to round two.

**Motion by** Goldman, seconded by Rust, and carried unanimously to move the Clover Run application to round two.

**Motion by** Goldman, seconded by Rise, and carried unanimously to move the Craig Stein Oktoberfest application to round two.

Committee member Rust recused herself from the discussion due to a conflict of interest with the Pride Block Party application.

**Motion by** Goldman, seconded by Kenney, and carried unanimously to move the Pride Block Party application to round two.

**Motion by** Goldman, seconded by Rise to move the Craft Beer & Wine Festival application to the second round. Yay: Bowers, Goldman, Rise Nay: Kenney, Rust, Hart, Harless. Abstain: Kenefsky. Motion fails.

Committee members Goldman, Rise, Hart, and Bowers recused themselves from the discussion due to a conflict of interest with the Visit Vancouver 2025 Sales & Marketing Programs application.

**Motion by** Rust, seconded by Kenefsky, and carried unanimously to move the Visit Vancouver Sales & Marketing application to round two.

**Motion by** Kenney, seconded by Rust, and carried unanimously to move the Hold My Beer application to round two.

Committee member Rust recused herself from the discussion due to a conflict of interest with the Downtown Ambassador Program application and the Design of the Expansion of the Convention Center application.

**Motion by** Goldman, seconded by Kenney and carried unanimously to move the Downtown Ambassador Program application to round two.

**Motion by** Goldman, seconded by Hart and carried unanimously to move the Design of the Expansion of the Convention Center application.

**Motion by** Goldman, seconded by Bowers, and carried unanimously to move the Waterfront Gateway Plaza application to the second round.

Harder discussed the plan for the next three meetings and plans to share the City administrative cost estimate and proposal for LTAC at the October 18 meeting.

#### **Item 4: Public Comment**

None

#### **Item 5: Executive Session (as needed)**

None

#### **Item 6: Adjourn**

2:18 p.m.

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Kim Harless, Board President

Meetings of the Lodging Tax Advisory Committee are electronically recorded. The tapes are kept on file in the office of the City Clerk for a period of six years.



## MEMORANDUM

**DATE:** October 17, 2024

**TO:** City of Vancouver, Lodging Tax Advisory Committee

**FROM:** Chris Harder, Economic Prosperity & Housing

**RE:** **2024 Lodging Tax City Administrative Cost Proposal**

**CC:** Jonathan Young, Natasha Ramras, Stacey Donovan, Andrew Westlund

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In consultation with the City Attorney's Office, and a review of a State Auditor's Office opinion, it has been determined that Revised Code of Washington (RCW) 67.28.1815 allows for annual lodging tax revenues to be used to pay for staff support of the Lodging Tax Advisory Committee (LTAC).

Administrative costs related to the Lodging Tax Program in 2025 are estimated to be \$65,083. In addition, to help cover event specific services and staff costs, the Parks, Recreation, and Cultural Services Department has estimated a per event cost ranging from \$1,000 to \$2,000 for any Lodging Tax Program funded event or festival recommended by LTAC and approved by City Council.

The estimated 2025 administrative and staff costs include:

### **1. Citywide Administrative Cost Allocation (\$24,130)**

The Citywide Administrative Cost Allocation is determined through an allocation formula that takes into consideration staffing, total fund revenue/expenditures, and number of transactions incurred within the fund. These charges support city-wide support expenses, including but not limited to human resources, information technology, customer service representatives, finance, accounts payable, and other general business expenses of the City of Vancouver that are distributed between all agencies.

### **2. Economic Prosperity & Housing (EPH) Department Staff Costs (\$40,953)**

Staff costs were determined using compensation and historical staff hours for positions within the Economic Prosperity and Housing (EPH) Department where supporting LTAC is an identified position duty. This estimate includes 10% of the

department's Deputy Director, 10% of the EPH Support Specialist, and 5% of the EPH Management Analysts time. Calculations include, salary, benefits, payroll taxes, and other budgeted personnel expenses for the position.

### **3. Parks, Recreation & Cultural Services (PRCS) Department Per Event Staff Costs (\$1,000 to \$2,000 depending on event type and duration)**

PRCS staff take on a range of duties to ensure successful events in Vancouver, ranging from event walkthrough and review meetings, event permit applications and invoice processing, to onsite park attendants and venue management strategies. Event permit fees currently only cover a fraction of the costs. To ensure that LTAC funded events and festivals receive the service levels the community desires, below is a breakdown of event costs by event type.

| <b>Type of Event</b>                                                                                       | <b>Estimated Staff Hours</b> | <b>Estimated Staff Costs</b> |
|------------------------------------------------------------------------------------------------------------|------------------------------|------------------------------|
| Single Day Event<br><i>(a one day, pop/up/pop down event)</i>                                              | 18 Hours                     | \$1,000                      |
| Multi Day Festival<br><i>(event taking place over multiple days with significant event infrastructure)</i> | 53 Hours                     | \$2,000                      |
| Moving Event<br><i>(events that include road closures, street impacts and significant notification)</i>    | 22 Hours                     | \$1,000                      |

*Note: total 2025 PRCS staff costs will be determined by the number and type of events that LTAC recommends to City Council for approval.*

In 2025, both EPH and PRCS staff will record staff time specific to administering the Lodging Tax Program and providing services for LTAC recommended projects to inform 2026 administrative costs estimates.