



Lodging Tax Advisory Committee Meeting Minutes

Date: March 12, 2025

Time: 12 – 1:30 p.m.

Location

City Hall – Aspen Room, Fl 1
415 W 6th 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: [25 03 12 LTAC Meeting Video](#).

Item 1: Call to Order and Roll Call

The meeting of the Lodging Tax Advisory Committee was called to order at 12:02 pm by Kim Harless, Committee Chair.

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

Board Members Absent: Ryan Hart and Christie Rust

Staff Present: Chris Harder, Kimberly Kerlee, Taylor Hallvik, Andrew Westlund

Motion by Goldman, seconded by Kenney, and carried unanimously to excuse the absence of Ryan Hart.

Item 2: Approval of Minutes

Motion by Kenefsky, seconded by Kenney, and carried unanimously to approve the February 12, 2025, minutes.

Item 3: Continued Discussion of Program Improvements

Chris Harder reviewed the discussion topics and reviewed a proposed partnership with Visit Vancouver. Discussion occurred and committee members asked questions and provided feedback. Harder provided an overview of the three main grant categories and opened it up to the committee members to provide feedback and make suggestions. The committee was overall pleased with the categories. Rise asked about the grant amount for the cultural enrichment grant and suggested increasing it. Chair Harless mentioned increasing the maximum to \$5000 and adding verbiage that allows for flexibility.

Harder reviewed a potential development of a strategic investment fund, outside of the annual grant process, to invest in events, facilities or programs. Rise asked if this

Members

Kim Harless
Chair

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

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fund could be built up for a reserve to be used for grants if federal funds were downturned and if LTAC would have full control over the use of the funds. Kenefsky asked if the funds could be used to cover City budget shortfalls. Harder responded. Hallvik asked for clarification on the difference between not spending the full amount of LTAC funds, versus a strategic investment fund. Discussion occurred. The group discussed the possibility of multiple or open applications. The committee was overall pleased with keeping one application per year with an earlier opening date, with the potential to add an additional application in the future. Kenney mentioned keeping reappointment dates for committee members in mind.

The group discussed an approach to proactive marketing to cultivate proposals and increase awareness of the Lodging Tax Grant Program including local and national proactive marketing (social media, newsletters, etc.), reaching out to other programs throughout Washington State to find out what type marketing they use and work with Visit Vancouver to create specific and targeted promotions.

The draft 2025 LTAC meeting calendar was reviewed. Kenefsky mentioned there is a AWB conference on May 13 and 14 which is a potential conflict for the May meeting.

Item 4: Other Business

None

Item 5: Public Comment

None

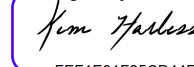
Item 6: Executive Session (as needed)

None

Item 7: Adjournment

1:23 p.m.

Signed by:



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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.