



Lodging Tax Advisory Committee Meeting Agenda

June 11, 2025

12:00 PM

Location

City Hall, Aspen Room, Fl 1

415 W 6th Street

Vancouver, WA 98660

Virtual Meeting Link & Call-In Number:

Please call 360-487-7846 or

email kimberly.kerlee@cityofvancouver.us to request the virtual meeting information.

1. Call to Order and Roll Call

2. Approval of Minutes

- a. 5/14/25 Minutes

3. State of the Tourism Industry

- a. Presentation - Cliff Myers, President & CEO Visit Vancouver

4. Miscellaneous Discussion Topics

- a. Presentation - Transit & Parking Plan Requirement; Term Limit Extensions; Communications Support for Grant Promotion - Chris Harder, Deputy Director

5. Other Business

6. Community Communications

To provide public testimony, please see instructions below.

7. Adjournment

Lodging Tax Advisory Committee

Members

Kim Harless
Committee Chair

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

Economic, Prosperity and Housing

415 W. 6th Street
Vancouver, WA 98660
TTY: 711
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The public is invited to speak regarding any issue on the agenda. Members of the public testifying are asked to limit testimony to three minutes. There are three ways to provide comments:

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

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Date: May 14, 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 05 14 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, Carla Rise (virtual), Temple Lentz, Terry Goldman (virtual), Christie Rust, Steve Bowers (virtual), Jennifer Kenney (virtual), Ryan Hart

Board Members Absent: Janet Kenefsky

Staff Present: Chris Harder, Kimberly Kerlee, Taylor Hallvik

Guests: Cliff Myers, President and CEO, Visit Vancouver; Kelsie Munoz, Destination Services Manager, Visit Vancouver

Motion by Goldman, seconded by Hart, and carried unanimously to excuse the absence of Janet Kenefsky.

Item 2: Approval of Minutes

Motion by Goldman, seconded by Lentz, and carried unanimously to approve the March 12, 2025, minutes.

Item 3: Review & Approval of Visit Vancouver Economic Impact Partnership Chris Harder presented a proposal aimed at partnering with Visit Vancouver, focusing on improving visitor estimate accuracy in grant applications. Cliff Myers explained the proposal included the introduction of office hours for applicants to consult with Visit Vancouver and a potential extension of the application period for the grant program. This model aims to enhance data inputs for better evaluations. Kelsie Munoz was introduced as the point person for the partnership, and the importance of consultative appointments for applicants was emphasized. A sample analysis of an event grant application for a performing

Members

Kim Harless
Chair

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Carla Rise

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415 W 6th Street
P.O. Box 1995
Vancouver, WA 98668
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Economic Prosperity & Housing | 360-487-7846 | Relay 711 | Kimberly.Kerlee@cityofvancouver.us

arts concert was presented, detailing the necessary inputs for the economic impact calculator, including attendance estimates and associated tax revenues.

Item 4: 2026 Grant Program Priorities Discussion

Chris Harder opened the floor to the Committee Members. Committee member Rust mentioned focusing on cultural areas that are underserved. Committee member Kenney would like to see social media reach networks and groups that may not know about the program. Term limits for the Committee was discussed. Community networking and outreach to non-profit organizations and cultural communities as well as federal funding was mentioned. Committee member rise would like to see sporting related events. Chair Harless emphasized the utilization of other event venues outside of downtown and sustainability.

Item 5: Miscellaneous Program & Application Topics

Discussions covered the eligibility criteria for awarding lodging tax funds, particularly rewarding for-profit organizations. Taylor Hallvik noted that there are no explicit limitations preventing for-profits from receiving funds, although current LTAC practices favor non-profits. Discussion occurred. Concerns were raised about multiple application periods, and it was suggested to revisit the topic in July, while also introducing the idea of a strategic investment fund to hold back some annual budget for future tourism projects. Harder reviewed the Draft 2025 program calendar.

Item 6: Other Business

None

Item 7: Community Communications

None

Item 8: Executive Session (as needed)

None

Item 9: Adjournment

1:31 p.m.

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.



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WASHINGTON

Lodging Tax Advisory Committee

June 11, 2025



Misc Discussion Topics/Updates

Transit & Parking Contract Requirements

- Promotion of transit and non-SOV transportation options
- Promotion of off-street parking facilities (for longer-stays)

Term Limit Extensions

- On 7/7 Council will vote on proposal to extend all current term limits to 12/31/2025
- During appointment/reappointment process, Council will decide on staggered terms

Inclusion of For-Profit Organizations as eligible event/festival applicants?

Confirm updated budget “threshold” for Cultural Enrichment Grant

- “Targeting grant amount to not exceed \$5,000, but the Committee is open to considering requests above that amount should there be unique circumstances or a clear demonstrated need.



Marketing & Promotion

- City Communication Team to take lead on social media and communications strategy.
- Promotion will focus on attracting applications that prioritize one or more of the following:
 - Representing cultural communities and underserved populations
 - Non-peak or shoulder season events/festivals
 - Locations outside of downtown/central city
 - Demonstrated connection to supporting local small businesses and supporting climate action.
- Partner Outreach Support
 - Past Cultural, Arts, and Heritage Grant applicants; Past Community & Neighborhood Grant applicants; Equity Office partners/stakeholders; Culturally specific organizations



2025 Calendar

Date	Topic(s)	Participants
Jul 9	<ul style="list-style-type: none">- Budget/Resource Update- Grant Promotion/Outreach Assignments	City Staff; LTAC
Aug 13	TBD	
Sep 10	Grant Evaluation Prep	LTAC
Oct 8 + Additional Meetings	Proposal Evaluation + Award Recommendations	LTAC + Applicants
Nov 12 + Additional Meetings	Proposal Evaluation + Award Recommendations	LTAC + Applicants
Dec 10	TBD	



Thank You

