



Lodging Tax Advisory Committee Meeting Minutes

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

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

Economic Prosperity & Housing

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Vancouver, WA 98668
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To request accommodation or other formats, please contact:

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.

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.