



Lodging Tax Advisory Committee Meeting Minutes

Date: June 11, 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 06 11 LTAC Meeting Video](#).

Item 1: Call to Order and Roll Call

The meeting of the Lodging Tax Advisory Committee was called to order at 12:01 pm by Kim Harless, Committee Chair.

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

Board Members Absent: Steve Bowers

Staff Present: Chris Harder, Kimberly Kerlee, Taylor Hallvik

Guests: Cliff Myers, President and CEO, Visit Vancouver; Kelsie Munoz, Destination Services Manager, Visit Vancouver; Erica Lindemann, Director of Marketing; Laura Yocabel-Dibble, Director of Sales; Olivia Vanis, Destination Sales & Services Coordinator, Visit Vancouver

Motion by Rust, seconded by Kenney, and carried unanimously to excuse the absence of Steve Bowers.

Item 2: Approval of Minutes

Motion by Goldman, seconded by Rust, and carried unanimously to approve the May 14, 2025, minutes.

Item 3: Visit Vancouver – State of Tourism

Cliff Meyers from Visit Vancouver highlighted the organization's efforts in promoting tourism, noting that nine direct booking campaigns last year resulted in approximately 48,000 room nights and nearly \$7 million in hotel revenue. The committee also addressed the partnership with the City of Vancouver to assist grant applicants and analyze the economic impact of events. Concerns were raised regarding the current state of the travel industry, indicating a slowdown in hotel performance, particularly in East Vancouver, where occupancy rates have

Members

Kim Harless
Chair

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

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To request accommodation or other formats, please contact:

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significantly declined. The committee noted the impact of budget cuts facing the State Tourism Office, which will affect advertising and promotional efforts in 2026. Additionally, discussions included ongoing talks with entrepreneurs about sports venue development and the importance of collaboration with local businesses to enhance tourism. The committee also discussed maintaining destination services, such as downtown walking maps, to enhance visitor experience.

Item 4: Miscellaneous Program & Application Topics

Chris Harder began the conversation around the eligibility of for-profit organizations for lodging tax grants. Taylor Hallvik stated that further discussions with city leadership are needed to clarify statutory interpretations, while Janet Kenefsky highlighted the potential public perception issues. The committee leaned towards maintaining the current requirement for applicants to be non-profits, with confirmation from Harder that the existing grant application language would remain unchanged for now. Additionally, Harder proposed an increase of the cap for the cultural enrichment grant from \$2,500 to \$5,000. The committee overall agreed with the intent that the committee would be open to considering requests above that amount should there be a unique circumstance or a clearly demonstrated need.

Item 5: Other Business

None

Item 6: Community Communications

None

Item 7: Adjournment

1:36 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.