



## Lodging Tax Advisory Committee Meeting Minutes

**Date:** April 8, 2026

**Time:** 12 – 1:30 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: [Lodging Tax Advisory Committee Meeting: April 8, 2026](#)

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

The meeting of the Lodging Tax Advisory Committee was called to order at 12:02 p.m. by Sarah Fox, Committee Chair.

**Board Members Present:** Temple Lentz (virtual), Christie Rust, Janet Kenefsky (virtual), Mike Bomar, Keri Robinson, Kyle Byrd, Sarah Fox (virtual)

**Staff Present:** Chris Harder, Andrew Westlund, Curtis Burns, Callie Taylor

**Presenters:** Konticha Pattamavichitvong and Nicole Carmela Flores with the Young Southeast Asian Leaders Initiative Professional Fellows Program.

**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 Sarah Fox, Committee Chair.

**Item 2: Approval of Minutes**

**Motion** by Byrd, seconded by Lentz, and carried unanimously to approve the March 11, 2026 minutes.

**Item 3: Community Communications**

No public comments or communications were received.

**Item 4: Young Southeast Asian Leaders Initiative Professional Fellows Program (YSEALI PFP) Presentations**

Cliff Meyers of Visit Vancouver introduced Konticha Pattamavichitvong and Nicole Carmela Flores, participants in the Young Southeast Asian Leaders Initiative (YSEALI) Professional Fellows Program. Flores is from

### Members

Sarah Fox  
**Committee Chair**

Temple Lentz  
Janet Kenefsky  
Christie Rust  
Kyle Byrd  
Keri Robinson  
Mike Bomar

### Economic Prosperity & Housing

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**To request accommodation or other formats, please contact:**

Economic Prosperity & Housing | 360-487-7843 | Relay 711 | [callie.taylor@cityofvancouver.us](mailto:callie.taylor@cityofvancouver.us)

the Philippines and Pattamavichitvong is from Thailand; both serve as sustainability managers for resort organizations in their respective countries. Pattamavichitvong and Flores reviewed the City's long-term strategic planning documents, Visit Vancouver's 10-year destination master plan, and the Lodging Tax Advisory Committee (LTAC) program, including application materials and scoring criteria. Their work focused on identifying opportunities to better align LTAC funding decisions with the City's stated priorities around equity, inclusion, sustainability, and resilience.

### **Equity & Inclusion Presentation**

Pattamavichitvong presented recommendations to strengthen equity and inclusion within the LTAC grant evaluation process. She noted that both the City's strategic plan and the destination master plan emphasize equity and inclusion, and that the current LTAC application includes some related questions, particularly within cultural programming. However, she identified potential avenues to expand and clarify how equity and inclusion are evaluated. Pattamavichitvong proposed a four-dimension evaluation framework consisting of: representation, accessibility, economic inclusion and audience and outreach diversity. She explained that these dimensions are intended to create more transparent, consistent, and measurable evaluation criteria aligned with existing City priorities. She also provided example application questions for each dimension and introduced a proposed scoring framework using a 0–3 scale based on the level of evidence and demonstrated impact.

Pattamavichitvong emphasized the importance of translating policy commitments into actionable evaluation criteria and creating a framework that can support consistent and transparent scoring across applications. Chair Fox opened the floor for questions. Committee members expressed appreciation for the presentation, particularly noting the clarity and usefulness of the proposed scoring framework in supporting consistent evaluation.

### **Sustainability & Resilience Presentation**

Flores presented recommendations to enhance sustainability and resilience criteria within the LTAC grant program. She referenced the City's 2023–2030 Strategic Plan, noting its goal to reduce carbon emissions by 80% by 2030 and the role of tourism-related events in supporting that goal. Flores identified gaps in the current LTAC criteria, which primarily focus on transportation and recycling, and stated that these are insufficient to meet the City's broader sustainability goals. She proposed an expanded framework with four key categories: emissions and climate action, waste diversion and circularity, natural systems and infrastructure and water quality and regulatory compliance. Each category included recommended weighting aligned with City priorities, as well as a scoring system (1–5 scale) based on increasing levels of effort and impact. Flores provided examples of how applicants could demonstrate basic, proactive, and transformative actions within each category. She also presented a weighted scoring methodology designed to reduce subjectivity and align evaluation with measurable outcomes. Flores concluded by recommending that the committee review the proposed framework and consider next steps, including evaluating feasibility for applicants and stakeholders before implementation. Chair Fox invited questions and comments from the committee. Board members expressed appreciation for both presentations and noted that the recommendations aligned with prior discussions about strengthening equity and sustainability considerations within the LTAC process. Members discussed the possibility of adapting the proposed scoring systems to align with the committee's existing scoring scale.

### **Item 5: Program Guidelines Workshop**

Andrew Westlund, Data Analyst, presented prior discussions regarding whether LTAC funding should be limited to nonprofit organizations. Curtis Burns, Assistant City Attorney, assisted with clarifying that state statute does not restrict funding to nonprofit entities, though funding for for-profit entities may raise concerns regarding the use of public funds and would require careful consideration to ensure clear public benefit. The board discussed clarification of nonprofit versus not-for-profit eligibility.

Westlund presented a proposal to extend contract timelines to approximately 15 months to better accommodate events occurring early in the calendar year. The committee supported this approach, noting it would allow for greater flexibility in funding events that span calendar years or occur in the first quarter. Discussion also addressed whether to establish minimum grant amounts. Board members indicated that a formal minimum may not be necessary and that historical funding ranges could provide sufficient guidance for applicants. The committee discussed allowing funding for events outside Vancouver city limits when there is a demonstrated benefit to Vancouver tourism, including marketing of the City and use of Vancouver-based lodging. Members supported refining language related to hotel room blocks to allow flexibility. Additional discussion focused on improving compliance with lodging tax credit requirements in event marketing, including potential enforcement mechanisms and the development of standardized materials for applicants.

**Item 6: Next Steps**

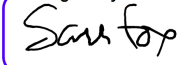
Westlund outlined next steps for development of updated LTAC program guidelines, he indicated that staff would compile and finalize draft guidelines and present them to the committee for review. The committee expressed preference for staff to lead this work, with the option to provide feedback as needed. Westlund noted that the June 10 meeting will focus on finalizing the grant application and scoring criteria for the upcoming funding cycle, incorporating recommendations from the equity, inclusion, and sustainability presentations. Westlund provided an update on recruitment for two vacant tax generator (hotel industry) positions. Applications are currently open, with the April 15 deadline approaching. Westlund reported that applicants have been received, though additional outreach is ongoing to recruit hotel industry representatives. Westlund outlined planned topics for the next meeting including a presentation from Visit Vancouver, and a panel discussion with past LTAC grant recipients to provide feedback and answer questions.

**Item 9: Other Business**

None.

**Item 10: Adjournment**

1:18 p.m.

Signed by:  
  
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Sarah Fox, Chair

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.