



Lodging Tax Advisory Committee Meeting Minutes

Date: May 13, 2026

Time: 12 – 1:30 p.m.

Location

City Hall – Birch Room, Fl 2

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: [Lodging Tax Advisory Committee Meeting: May 13, 2026](#)

Item 1: Call to Order and Roll Call

The meeting of the Lodging Tax Advisory Committee was called to order at 12:05 p.m. by Sarah Fox, Committee Chair.

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

Motion by Bomar, seconded by Byrd, and carried unanimously to excuse the absence of Temple Lentz.

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

Presenters: Cliff Meyers

Item 1: Call to Order and Roll Call

The meeting of the Lodging Tax Advisory Committee was called to order at 12:05 pm by Sarah Fox, Committee Chair.

Item 2: Approval of Minutes

Motion by Bomar, seconded by Robinson, and carried unanimously to approve the April 8, 2026 minutes.

Item 3: Community Communications

No public comments or communications were received.

Item 4: Visit Vancouver WA Destination Master Plan Update

Cliff Myers, President and CEO of Visit Vancouver Washington, presented the 2026 State of Tourism update. Myers provided an overview of Visit Vancouver's role as the destination marketing organization for Vancouver and Clark County. Myers reviewed tourism

Members

Sarah Fox
Committee Chair

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

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performance, marketing initiatives, group sales efforts, and implementation of the Destination Master Plan.

Myers reported that Visit Vancouver's direct booking campaigns generated approximately 38,900 hotel room nights and \$5.5 million in gross hotel revenue during 2025. He also highlighted the success of the organization's group sales efforts, which secured 104 events projected to generate approximately 18,000 hotel room nights and \$13 million in estimated economic impact.

Myers reviewed tourism trends and economic indicators for Clark County, including visitor spending, tax generation, hotel performance, and occupancy trends. While early 2026 performance has remained strong, Myers noted forecasts indicate modest market contraction over the next year due to broader economic conditions and travel industry trends.

The committee discussion included tourism trends, occupancy forecasts, sports tourism opportunities, the impact of airline crew lodging on hotel inventory, future group travel demand, tourism-generating assets, and methods used to measure marketing effectiveness. Myers responded to committee questions and provided additional information regarding Visit Vancouver's ongoing efforts to attract overnight visitors and increase tourism-related economic activity.

Item 5: Grant Recipient Panel

Andrew Westlund facilitated a grant recipient panel discussion with Kaloku Holt, Executive Director of the Ke Kukui Foundation (virtual), Michael Walker, Executive Director of the Vancouver Downtown Association, and Cliff Myers, President and CEO of Visit Vancouver Washington. Panelists were asked to provide feedback regarding the LTAC grant program, tourism development opportunities, and challenges facing event organizers and tourism-related organizations.

Panelists discussed the impact of LTAC funding on their organizations and events. Recipients noted that grant funding has supported event growth, expanded marketing efforts, increased visitor attraction, and provided resources necessary to manage rising operational costs. Panelists also emphasized the importance of LTAC funding in supporting tourism-generating activities and community events.

Discussion included opportunities to enhance support for grant recipients through additional resources such as transportation solutions, parking coordination, venue identification, wayfinding improvements, and marketing assistance. Panelists noted that these types of investments could benefit multiple events and organizations while improving the overall visitor experience.

Panelists also discussed factors that influence event planning and location selection, including venue availability, accessibility, parking, proximity to lodging, and opportunities to generate economic activity for local businesses. Discussion occurred regarding strategies to encourage tourism and events outside of downtown Vancouver and during non-peak seasons, including partnerships with neighborhood organizations, destination development efforts, and investments in infrastructure and event-ready spaces.

When asked about future tourism opportunities, panelists identified several areas for potential investment, including enhanced wayfinding, transportation connections between tourism districts, event and performance venues, sports facilities, waterfront and river-based recreation, and additional visitor attractions. Panelists also discussed the importance of strengthening Vancouver's destination identity and continuing efforts to improve connectivity between key visitor destinations throughout the city.

Panelists generally indicated that the LTAC application and reporting process is accessible and user-friendly. Feedback included support for the committee's use of grant categories and recommendations to continue refining application criteria to align with evolving program goals and priorities.

Committee members asked follow-up questions regarding parking, sports tourism, venue development, tourism infrastructure, and future tourism-generating opportunities. Panelists responded and shared additional perspectives based on their organizational experiences.

Item 6: Next Steps

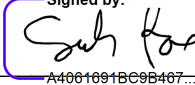
Westlund provided an overview of topics anticipated for the June meeting, including budget forecasting, funding priorities, application marketing strategies, and discussion of potential updates to the LTAC grant application and scoring process. Staff noted that recommendations based on feedback received from the Young Southeast Asian Leaders Initiative Fellows would be presented for committee review and discussion. Discussion occurred regarding the July meeting schedule and potential adjustments due to member availability.

Item 9: Other Business

None.

Item 10: Adjournment

1:26 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.