

City of Selah
Lodging Tax Advisory Committee Meeting
Monday, January 23, 2023
Location: Selah City Hall; Council Chambers

1) CALL TO ORDER

Chairman Wickenhagen called the meeting to order at 11:01am.

2) ROLL CALL

Members Present: Kevin Wickenhagen; Jean Brown; Mike Frausto
Members Absent: Tina Garner/Kumar Khatri; Bill Harris
Staff Present: Zack Schab, Recreation Manager; Treesa Morales, Public Records Officer;
Guests: Stephanie Gangle from Yakima Valley Tourism, Kim Acacio with Selah Community Days

3) APPROVAL OF MINUTES

a) Minutes from Board Meeting – May 23, 2022

Board Member Brown moved, and Board Member Frausto seconded, to approve the May 23, 2022 Minutes. By voice vote, approval was unanimous.

4) COMMUNICATIONS NONE

5) GENERAL BUSINESS

a) Application for 2023 LTAC Funds for Yakima Valley Tourism: Membership

Stephanie Gangle from Yakima Valley Tourism, presented 5 different applications for LTAC funds in the following order: Destination Marketing, Membership, Travel Guide, Media Relations Package, Sports Tourism.

After discussion, Chairman Wickenhagen requested to take the applications one at a time, starting with the Membership application for \$358.00. Ms. Brown moved. Mr. Frausto clarified that the membership fee would be waived if the destination marketing package was approved. Ms. Gangle confirmed, yes. After receiving clarification, Mr. Frausto seconded. Chairman Wickenhagen called for voice vote. All committee members signified with a yes to approved the membership application.

Chairman Wickenhagen moved to the application regarding the Travel Guide, requesting \$1680.00. Ms. Brown moved, and Mr. Frausto seconded. By voice vote, application was approved as presented.

Chairman Wickenhagen referenced the application for Destination Marketing, requesting \$5500. Ms. Gangle explained how statistics are received and measured based off traffic to the Yakima Valley Tourism website. Mr. Frausto stated he was not convinced the request is worth it and expressed concerns over approving the application. Recreation Manger, Zack Schab explained how past LTAC committee members have approved this application in part, rather than as a whole. Ms. Gangle agreed, that is how it has been done in the past and reminded the committee of the benefits to purchasing the whole package. Ms. Brown discussed the benefit of using social media for event information and stated many people use social media for information rather than the websites. Ms. Brown asked how Yakima Valley Tourism knows about events in Selah. Ms. Gangle explained their staffing and focus on finding event information.

Chairman Wickenhagen stated there are four different sections, and he'll call for vote on each one starting with the Web Packet for \$4000. No motion to approve was made. Hearing none, Mr. Wickenhagen called for vote on the Community Button on the home screen for \$2596. No motion to approve was made. Hearing none, Mr. Wickenhagen called for vote on the Display Ad for \$1404. No motion to approve was made. Mr. Wickenhagen called for vote on the Social Media package for \$1500. No motion to approve was made.

Chairman Wickenhagen discussed Media Relation application for \$1500. Ms. Gangle discussed areas Yakima Valley Tourism have highlighted in the past and they plan to do again in the future. Mr. Frausto moved to approve the application. Ms. Brown seconded. By voice vote, application was approved as written.

Chairman Wickenhagen then discussed the application related to Sports Tourism. Mr. Schab clarified that the work behind this application and use of funds is from Rich Austin, correct? Ms. Gangle confirmed yes and explained different events that are brought to Selah because of these funds, such as the 2A State Softball Tournament and the 1A State Track and Field Tournament. Mr. Frausto explained that the Elks lodge is working to provide more lodging opportunities for visitors for these type of events as well. Seeing no other discussion, Mr. Wickenhagen called for motion. Mr. Frausto moved. Ms. Brown seconded. By voice vote, application was approved as written.

b) Application for funds for the 2023 Selah Community Days Event.

Presented by Kim Acacio, SCDA board treasurer. Ms. Acacio explained the theme for 2023 for the event is Home Sweet Selah, and have a "candy land" motif. Ms. Acacio explained they are working to make the logo more generic, instead of year-specific. They also plan to provide QR codes for the carnival. Ms. Acacio also announced that the Community Days Car Show is still going on, but it will be moved to the parking lot at the middle school instead of the high school parking lot as it has been in the past. She stated that the SCDA board expects the parade will pick up this year after having been a few years out from COVID, and explained that there are new floats and a royalty court again as well. Kim also explained that there will be vendors, but due to the size of the park, when the list of available spots is full, it's full, and there is no extra space. Kim told the committee they are also bringing in extra selah police officers for patrol to ensure the safety of those attending. Ms. Acacio continued to explain expected expenses for the 2023 event.

Ms. Brown asked if ticket sales to the carnival were down last year. Ms. Acacio said yes, ticket sales were down, but there were less unused purchased tickets. She said she is unsure what the price would be as that amount is set by the company. Kim said SCDA received about \$16,000 in ticket sales last year, and continued to explain ongoing expenses throughout the year that SCDA is required to pay.

Chairman Wickenhagen noted there are two requests listed on the application, with the first one being for the full asking amount of \$15,000. Mr. Frausto moved to approve the application as written. Ms. Brown seconded. By voice vote, full funding was approved for the 2023 Selah Community Days event.

- c) Request for 2023 funds for the Hot Rods on First Street Event.

Presented by Recreation Manager, Zack Schab. Mr. Schab explained the request listed on the application was just to fund promotional and advertising material.

Chairman Wickenhagen opened the floor to approve funding for the Hot Rods Event at \$3000. Ms. Brown moved; Mr. Frausto seconded. By voice vote, the application was approved for the full requested amount.

- d) Request for 2023 funds for the City 4th of July Fireworks

Presented by Recreation Manager, Zack Schab. Mr. Schab stated the requested funds were being added to the amount approved for use in the general fund to ensure a good show.

Chairman Wickenhagen opened the floor to approve funding for the 4th of July Fireworks event, asking for \$6000 of LTAC funds. Mr. Frausto moved; Ms. Brown seconded. By voice vote, the application was approved for the full requested amount.

Ms. Brown asked Mr. Schab if the City gets sponsors for the Car Show. Mr. Schab said, yes, and gave more information on how event sponsorship works for the Car Show.

6) BOARD MEMBER REPORTS

- a) Board Member Harris – No report
- b) Board Member Brown – No report
- c) Chairman Carlson – No report

7) ADJOURNMENT

Board Member Brown moved, and Board Member Frausto seconded, to adjourn the meeting. By voice vote, approval was unanimous.

The meeting was adjourned at 12:06pm.