

AGENDA

Clallam County Lodging Tax Advisory Committee

March 28, 2017

Clallam County Courthouse

Rm. 150 Commissioners' Small Conference Room

2:30 pm

- I. CALL TO ORDER, ROLL CALL**
- II. REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA**
- III. APPROVAL OF MINUTES FOR THE MEETING OF JANUARY 24, 2017**
- IV. REVIEWS/RECOMMENDATIONS FOR FUNDING REQUESTS**
 - **Lodging Tax revenue update**
 - **Determine the amount of funds available and how to move forward**
 - **Neah Bay Chamber of Commerce**
- V. OTHER BUSINESS**
 - **Olympic Peninsula Visitors Bureau update**
 - **New Lodging Tax Advisory Committee members**
 - **Vacation Rentals/Airbnb discussion**
- VI. NEXT MEETING DATE**
- VII. ADJOURNMENT**

Clallam County LTAC – Hotel/Motel Tax Advisory Committee Minutes ... January 24th, 2017 2:30 p.m.

Committee Members present: Chair Mark Ozias (Clallam County Commissioner), Vice Chair/Secretary Sande Balch (Juan de Fuca Scenic Byway Association), Linda Keen (Quillayute River Resort) Also present: Representatives for project funding requests

Call to Order: The meeting was called to order by Chairman Mark Ozias at 2:30 pm.

Agenda: The agenda was accepted as presented.

Minutes: The minutes of the November 1, 2016 meeting were accepted as presented.

Funding Requests: Commissioner Ozias noted that at the November meeting this committee had recommended to the Clallam County Commissioners to put \$200,000 of the available ending balance of approximately \$400,000 into the Unanticipated Services budget line to be used to fund appropriate projects that would positively impact the lodging industry income. If funds are needed for these or other projects that exceed the amount in “unanticipated services,” the Board of Clallam County Commissioners budget emergency process would be followed. We must keep in mind that the road work at Lake Crescent may result in extra funding needed for public access awareness during the three year project. Also to be considered, a drop in foreign visitors to the OP since the change of federal administration has been reported.

At this meeting we will review the seven funding applications that have been received.

- **Feiro Marine Life Center**
Marine Discovery Phase II ... Capital Campaign Marketing Study
\$54,000
- **Dungeness River Audubon Center**
Operations Budget Gap
\$69,710
- **Dungeness River Audubon Center**
Olympic Peninsula Birding Tours
\$65,500
- **Sequim Picklers**
Pickleball Complex at Carrie Blake Park
\$49,000
- **Clallam County**
Olympic Discover Trail ... Hwy 112 to Lake Crescent
\$150,000
- **Peninsula Area Public Access**
Production of films concerning historical sites in Clallam County
\$36,000
- **Light Me Up Productions**
“Light Me Up” film
\$20,000

After discussion with the project representatives and discussion in committee, the following recommendations for funding were made:

Feiro Marine Life Center ... Capital Marketing Campaign Study ... \$54,000

Dungeness River Audubon Center ... OP Birding Tours ... \$65,500

Commissioner Ozias will seek a legal opinion to confirm that lodging tax funds can be spent to purchase the van for these tours. If that is not allowed, we recommend funding the operations request of \$69,710 instead.

Sequim Picklers ... Pickleball Complex ... \$34,000 (of the \$49,000 requested)

Since this application was submitted, the organization has raised additional funds. Commissioner Ozias will confirm that the funding amount of \$34,000 will be sufficient to complete the concrete portion of the project. Commissioner Ozias was given approval by the LTAC to this figure slightly if needed.

Peninsula Public Access Area ... historical site films ... \$18,000 (of the \$36,000 requested)

The request was for \$6,000 for each of six films. Since this is a very new project and the actual funding needs are yet unknown, the committee approved funding for three films. PAPA will be asked to work with that and come back to the committee to report on the resulting three films and the actual cost to produce them. Funding for the remaining three films will be considered at that time.

Other recommendations:

Do not fund:

"Light Me Up" film ... Light Me Up Productions ... \$20,000

This project would have minimal return in tourism numbers for the funding requested.

Request for more specific information:

"Olympic Discovery Trail" ... Clallam County ... \$150,000

The committee would like specific information on the cost of the three bridges and rock work needed to open the Olympic Discovery Trail railroad grade section at Gossett Road. The request will then be reconsidered.

Commissioner Ozias will communicate this information to the organizations requesting funds and take the recommendations to the Board of Clallam County Commissioners.

A meeting will be set in February or March after the final lodging tax income figures for 2016 are received to reconsider any additional funds to be spent on the existing funding requests.

New LTAC committee members: There have been no applications to fill the open LTAC positions. It was suggested that the LTAC position needs be sent out through the OPVB and OPTC newsletters, website, meetings, Facebook to make the members aware of this opportunity to represent and advocate for the lodging industry.

Meeting Adjourned 4:00pm

FOR IMMEDIATE RELEASE
March 21, 2017

MEDIA CONTACT
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Port Angeles Waterfront Center and Feiro Marine Life Center Announce Partnership Discussions

The Port Angeles Waterfront Center and Feiro Marine Life Center have begun negotiations aimed at creating a shared campus on the Waterfront Center's property located at First and Oak Streets according to a joint statement issued by both organizations today. The partnership would offer a unique arts and sciences platform aimed at increasing both daytime and evening use of a location considered significant to surrounding business, tourism, and community interests downtown.

Port Angeles Waterfront Center board chair Brooke Taylor said he was "elated by the prospect of partnering with an organization like Feiro." According to Taylor, "Feiro's ability to offer daytime education and special event programming in a new facility located immediately adjacent to a state-of-the-art multi-media performance hall and conference center component automatically increases the appeal, utility, and potential audiences for both activities."

Melissa Williams, Executive Director of the Feiro Marine Life Center, stated "The Waterfront Center's offer to co-locate allows us to follow through on hopes we've had for this site for some time and still be able to use much of the planning and studies we've generated over the last several years with NOAA Olympic Coast National Marine Sanctuary to create a new Marine Discovery Center downtown. I am particularly encouraged by the fact that our mission and that of the Waterfront Center parallel in so many respects. Together, we expect to leverage an already beautiful waterside location into a truly compelling forum for the arts, sciences, and other programming of interest to the community."

Feiro Marine Life Center and NOAA Olympic Coast National Marine Sanctuary finalized a formal partnership to develop a new Marine Discovery Center on the Port Angeles waterfront in 2014. The two entities have been working to establish a final location for the project ever since.

In a 2013 site survey conducted by the Miller Hull Partnership of Seattle, First and Oak Street was rated highest among downtown locations considered suitable for a new Marine Discovery Center at the time. When the First and Oak property could not be secured, attention returned to the City Pier site where Feiro is located currently. According to Williams, "Partnering with the Waterfront Center allows us to now combine the best information contained in the various market studies, permit assessments, and public comments we've received to date and apply them in partnership to a location that best fits our mission and the community's needs."

The planned performing arts center is the result of a \$9 million-dollar gift to the Peninsula College Foundation contained in the will of Donna Morris, a Southern California native who relocated to Port Angeles in the early 1990's. The First and Oak Street property was subsequently purchased and donated to the non-profit project by Port Angeles resident Dorothy Field in September at a cost of \$1.45 million. Following a competitive bidding process completed in November, the Waterfront Center's volunteer board engaged Seattle architects LMN to conduct a pre-design study. Completion of the study is anticipated later this summer once preliminary design integration with Feiro has been completed.

"The up-front planning required on a joint project of this magnitude is an extremely important process" said Taylor. "We along with Feiro intend to make sure it gets done right."

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