

AGENDA
Clallam County Lodging Tax Advisory Committee
October 13, 2017
Clallam County Courthouse
Rm. 160 Commissioners' Board 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 September 26, 2017**

- IV. **OTHER BUSINESS**
 - 1. **Presentation by Olympic Peninsula Visitor Bureau/Marsha Massey on activity in 2017 and their 2018 budget request**
 - 2. **Presentation by Clallam Bay/Seki Chamber of Commerce on activity in 2017 their 2018 budget request**
 - 3. **Presentation by Clallam County Parks, Fair and Facilities**
 - 4. **Decision regarding additional funding for peninsula Area Public Access (PAPA)video**

- V. **NEXT MEETING DATE**

- VI. **ADJOURNMENT**

Clallam County LTAC – Hotel/Motel Tax Advisory Committee Minutes ... September 26th, 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), Jay Vincent (Aramark Sol Duc), Vanessa Fuller (Dungeness River Audubon Center), Lorrie Mittman (North Olympic Land Trust). Absent: Linda Keen (Quillayute River Resort). Also present with reports: Debi Cook (Clallam County), Marsha Massey (OPVB), Christopher Enges (PAPA).

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 March 28, 2017 meeting were accepted as presented.

Lodging Tax Revenue Update: Debi Cook

Debi provided revenue and expenditure status reports for the Hotel/Motel tax account. Both income and expenses are in line with what would be expected to date for 2017. Debi also provided a report comparing the actual income and expenses for the last decade to the current year budget.

By computing the existing account balance plus flat revenue for the year and less the expected and approved expenditures, it was estimated that the fund balance at the end of the year should be about \$240,000. The approximate figure will help in determining the funds available to spend in the upcoming year's budget and/or to grant in 2018.

Marsha Massey (OPVB) presented a copy of the actual room tax receipts through August 2017. The report showed "spikes" in revenue received in June and July (which would have been collected in April and May). She cautioned us that this may be due to "corrections" for taxes incorrectly filed in 2016 and not a signal of increased income overall for the year.

Peninsula Area Public Access (PAPA): Christopher Enges

Chris Enges expressed appreciation for the \$18,000 Clallam County LTAC grant giving financial support to the production of the first three films in the "On the Road" series ... *New Dungeness Light Station, Olympic Discovery Trail, Port Angeles Buried Past*. These films highlighted historical sites and areas/structures on the historic register (the 160-year-old light station, the 102-year-old railroad bridge, the old Port Angeles underground).

PAPA puts emphasis and energy into developing content for television airing and to support a media center to teach and train young people/students in the profession of media production. The *Port Angeles Buried Past* film was made with help from the Skills Center students.

Films are aired regularly on PAPA TV as well as on Facebook and YouTube. Currently the "On the Road" trilogy is aired on WAVE Channel 21 at 5pm on Saturday and Sundays and early the following morning ... 16 times per month and simultaneously on papaonline.tv on the internet ... and on the Spirit Vision Films Vimeo channel.

Continued: **Peninsula Area Public Access (PAPA):** Christopher Enges

The cost breakdown (research, scheduling, filming, editing, labor, PAPA TV) for the films showed the following total costs:

New Dungeness Light Station cost: \$11,865

Plus equipment \$4,375

Olympic Discovery Trail cost: \$10,040

Port Angeles Buried Past cost: \$6,000

(this one done with student assistance)

The grant allowed \$6000 per film for a total of \$18,000. The difference between cost and grant income was a loss of \$9905.00 .

Future films planned are *West End Sports Fishing* (salt water halibut fishing, Neah Bay/Makah Tribe, drift boat salmon fishing, Twilight/Forks, fly fishing) and *Olympic National Park* (LaPush, First Beach, Rialto, photography, Lake Crescent, Sol Duc, Hoh Rain Forest).

Although we noted that the Port Angeles film was in the city not in unincorporated Clallam County and some of the future filming will be outside Clallam County, it was determined by the county legal department that this does not violate any lodging tax laws. These two future films would have some information on sites in Forks and Jefferson County.

In discussion, the question was asked, how can these films be fully utilized? Can they be shown on motel info channels, on cruise ships in the area? How can the public be made more aware of this opportunity to learn about the area? Can the films be put on tourism websites? ... too long so better to link to the existing sites. The OPVB and OPTC could share links with other tourism entities. Could trailers be made to catch people's attention to then go to the links for the full film? Possibly in the future DVD's of the films could be available for sale.

Some of the new members on the LTAC have not had opportunity to fully review the first three films. It was decided that we would allow time for them to catch up and then consider funding at the next meeting.

The original request was for \$36,000 to fund six films at \$6000 each.

The grant allowed for \$6000 for each of three films totaling \$18,000 with an opportunity to show results and ask for the remaining \$18,000 later.

Options for funding could include:

Fund each of the two future films at for \$9,000 ... total \$18,000.

Fund one film for \$12,000 ... total \$12,000.

No funding for future films ... no further money granted.

Strategic use of funds discussion ...

In discussions about use of lodging tax funds for grants, there are two different groups of thought. One is to fund several small projects and spread the funds around a bit more. The second is to fund a couple of larger strategic projects which might have a bigger impact.

LTAC fund use perspectives ...

If this group was so inclined to hold more meetings, there could be a meeting to discuss the perspective of how the funds should/could be used with other tourism entities such as the OPVB, Aramark, Coho, B&B, RV, etc.

It was also suggested we could host an annual meeting with at least the four Clallam County LTAC committees ... Port Angeles, Sequim, Forks, and Unincorporated Clallam County. This could be expanded to include Jefferson County/Port Townsend if it would be beneficial. The group could brainstorm the grant process and the projects being funded for that current year.

Meeting transparency ...

Commissioner Ozias asked if anyone in the group would be opposed to having meetings in the larger commissioner room where the meeting could be live streamed for public viewing. No one was opposed to this since we are discussing public funds and working for the benefit of the tourism partners. Future meetings will be held in the larger room with live stream coverage.

Meeting schedule ...

First fall meeting ... September 26 ...

- Welcome new members

- To get acquainted with the new members share background on the committee

- Allow for questions from the new members

Second fall meeting ... mid-October ...

- Budget meeting

- Set 2018 budget

- PAPA grant funding decision

Third fall meeting ... early to mid-November ...

- More background information of work of past LTAC's

- Strategize use of funds for grants

- Make decision on amount of funds available for projects through grants ... if any

 - If grants will be available, advertise and set application deadline

Winter meetings ...

- Meet with other LTAC's ... January

- Grant decisions if funds are made available ... January or February

Commissioner Ozias will request that links for the films and Vimeo be sent to all members.

The meeting was adjourned at 4:10pm. Submitted by Secretary, Sande Balch