



LODGING TAX ADVISORY COMMITTEE
APPLICANT PRESENTATIONS
THURSDAY, OCTOBER 27, 2022
1:00 PM
COUNCIL CONFERENCE ROOM
+ ZOOM WEBINAR

THE LODGING TAX ADVISORY TASK FORCE WILL HOLD THIS MEETING
IN PERSON AND USING A VIRTUAL, ZOOM WEBINAR PLATFORM.
MEMBERS OF THE PUBLIC WILL BE ABLE TO ATTEND
IN PERSON AT CITY HALL OR ON ZOOM.

PLEASE CLICK THE LINK BELOW TO JOIN THE WEBINAR:

[HTTPS://BAINBRIDGEWA.ZOOM.US/J/88551940336](https://bainbridgewa.zoom.us/j/88551940336)

TELEPHONE: 1-253-215-8782

WEBINAR ID: 885 5194 0336

AGENDA

CALL TO ORDER / ACCEPTANCE OF THE AGENDA / CONFLICT OF INTEREST
DISCLOSURE
1:00 PM

APPROVE OCTOBER 20, 2022 MINUTES

APPLICANT PRESENTATIONS

UPCOMING MEETING

- MONDAY, NOVEMBER 17 (5:30-7:30) – FUNDING RECOMMENDATIONS

ADJOURNMENT

**LODGING TAX ADVISORY COMMITTEE MEETING
MEETING #2 MINUTES
OCTOBER 20, 2022**

Members Present: Joe Deets, Brenda Fantroy-Jones, Ella Magal, Shannon Fitzgerald, Maureen Daniels, Dominique Cantwell

Staff Present: Roz Lassoff

Called to order by Joe Deets at 1:00 pm.

Motion to accept agenda by Ella Magal seconded by Dominique Cantwell.

Conflicts of Interest Disclosures: Dominique will recuse herself from making recommendations or voting on Arts & Humanities Bainbridge application.

Brenda is a board member of the Bainbridge Island Creative District.

Motion to approve minutes of 10/10/22 meeting by Shannon Fitzgerald, seconded by Ella Magal.

Public Comment: Stefan Goldby from BI Chamber: Thank you for supporting year-round partnership between several of the applicants.

Gregory Nelson had audio difficulty and could not speak, despite indicating intent to do so. (Revisited at end of meeting)

Review of Applications

Arts and Humanities Bainbridge

Joe: May we please have more complete (balanced) budget for Bridge Festival?

Bainbridge Arts and Crafts

Joe: Would like additional information about the budget. Numbers in the project budget don't add up. What are income, and expenses? What are they asking and where does LTAC come in?

Bainbridge Island Chamber of Commerce

Dominique: It appears that the Chamber intends to absorb another significant budgetary deficit this year. How long are such deficits sustainable and is the Chamber's operation guaranteed?

Joe: Will there be other sources of income for these projects?

Bainbridge Island Downtown Association (BIDA)

Joe: Please elaborate more on Project 4 budget, please!

Dominique: Does a 7:30 pm shuttle return preclude many diners and potential limit the economic impact of the Holidays Shuttle initiative? Have the Marshall Suites and Quality Inn contributed in any way to the Holiday Shuttle? What do you mean by "social media" engagement as it pertains to the budget and what is the engagement platform? Please explain the Project 4 budget with more detail. The Street Dance feels like a hyper-local event; how many tourists are likely to attend and how is it marketed off island?

Kids Discovery Museum (KidiMu)

Joe: Is project budget Part B budget request for \$10,000 a typo? Please clarify.

Dominique: How does the Fam Jam event tie into last year's strategic marketing objectives as funded by LTAC? Of the 750 attendees, how many were likely tourists? How does this proportion justify LTAC covering 100% of the event expense this year?

Bainbridge Island Historical Museum (BIHM)

Dominique: Revenue projections are unclear. Does BIHM intend to more than double paid admissions as a result of this initiative (i.e., \$22,364 plus \$25,000) or grow to \$25,000?

Bainbridge Island Lodging Association (BILA)

Ella: Proposed merger with VBI is stated to reduce costs but those reductions are unclear. What will those cost reductions be?

Dominique: BILA's anticipated VBI alliance expenditure is \$13,000 while VBI's is only \$2,500. What accounts for this disparity? How does this alliance create immediate cost savings or efficiencies?

Bainbridge Island Museum of Art (BIMA) – None.

Bainbridge Island Parks and Trails Foundation

Dominique: It appears that the Trillium Trail Run will net \$3,500 without LTAC funding. Why is an additional \$8,000 in funding necessary for this event? At your estimate of 150 visiting participants, \$8,000 amounts to \$53.33 per runner - more than the cost of their registration. What is the benefit of this expenditure?

Bloedel Reserve

Ella: If you don't get funded, what is the reduced scaling opportunity?

Visit Bainbridge Island (VBI)

Dominique: BILA outlined a strategic partnership/merger with VBI in their application but there is very little mention of that in this application. How does VBI intend to leverage this partnership to create efficiencies? To what does VBI attribute the staggering increase in this year's funding request? What will be accomplished in 2023 that was not possible in 2022?

Visit Kitsap Peninsula (VKP)

Joe: Called Gregory Nelson's email to the attention of the committee regarding unlicensed use of his photography. Does VKP wish to comment?

Does VKP wish to comment on why there are no letters of support for their application?

Brenda: Where do they source photography and content? Where is it shared?

Dominique: Specifically, how does VKP "collaborate" with BI partners are outlined in the application? Who are these partners? BILA also coordinates itineraries; is there an opportunity here to reduce duplication? It appears that LTAC is being asked to fund 30% of all social media and web expenses; to what is this proportion of funding attributed? What, specifically, is included in the "advertising campaign package?"

Winery Alliance of Bainbridge Island – None.

Public Comment: Gregory Nelson expressed concern for the ethical sourcing of content used for marketing to tourists. Readily contributes content for free upon request to anyone who asks. If VKP begins to request permission he would likely grant it.

Moving Forward: We will provide questions to applicants via Roz. Dominique will send to her; she will forward them on.

Next meeting: Next Thursday, October 27 in Council Chambers. Attendance in person is preferred!

Applicants will have 10 minutes: to include a both a presentation and also follow-up questions. There will be 5 minutes of transition time between applicants.

November 7: The committee will convene to deliberate and make recommendations.

Questions on process? None.

Good of the Order: None.

Adjourned at 1:36 pm

Joe Deets, Mayor/LTAC Chair Date