



Lodging Tax Advisory Committee (LTAC) Meeting Minutes Thursday, September 26, 2024 - Council Chambers and Online

1. Call to Order

Chair Miller called the meeting to order at 3:00 p.m.

2. Roll Call

LTAC MEMBERS PRESENT: Chair Malcolm Miller and Committee Members Ruth Weigelt, Andrew Shin (present until 5:49 p.m.), and Chad Carpenter

LTAC MEMBERS ABSENT: None

STAFF PRESENT: Shannon Kelley-Fong, Assistant City Manager; Troy Woo, Finance Director; Sadie Siglin, Management Analyst; and Paul J. White, Deputy City Clerk

3. Land Acknowledgment

Chair Miller presented the abbreviated Land Acknowledgment.

4. Approval of Agenda, Previous Meeting Minutes, and Consent Items

- A. Approval of the minutes of September 19, 2024

Committee Member Carpenter moved to approve the September 26 agenda and minutes of September 19, 2024. Committee Member Weigelt seconded. The motion carried.

5. Public Comment

No one signed up to speak at the meeting remotely or in person, and no written comment was received.

6. Business Items

- A. **Budget Tool Review and Funding Recommendations**

Sadie Siglin, Management Analyst
Troy Woo, Finance Director

Siglin presented the results of the scoring rubric and budget tool and provided three funding options for committee consideration. Woo stated there were no changes to budget projections since the September 12, 2024, meeting. Committee members deliberated funding proposals by application and collaboratively formed the 2025 Lodging Tax Funding Budget recommendation described in the following table:

Applicant	Application Category	Intended Use of Funds	2025 Funding Recommendation
Experience Olympia and Beyond	Tourism Marketing	Marketing	\$100,000
Washington Center for the Performing Arts	Tourism-Related Facility	Facility Operations	\$20,000
Lacey South Sound Chamber Visitor Center	Tourism-Related Facility	Facility Operations	\$35,000
Regional Athletic Complex	Tourism-Related Facility	Facility Operations	\$180,000
Lacey MakerSpace	Tourism-Related Facility	Facility Operations	\$17,500
Lacey Museum	Tourism-Related Facility	Facility Operations	\$40,000
Lacey Cultural Celebration	Special Event	Event Expenses & Marketing	\$10,000
Lacey Spring Fun Fair	Special Event	Event Expenses & Marketing	\$18,000
Lacey Fireworks Spectacular	Special Event	Event Expenses & Marketing	\$22,000
Lacey in Tune Concert Series	Special Event	Event Expenses & Marketing	\$18,000
South Sound Block Party	Special Event	Event Expenses	\$7,500
Lacey Polyfest	Special Event	Event Expenses	\$8,000
Washington State Senior Games	Special Event	Event Expenses & Marketing	\$13,000
Thurston County Fair and Event Center	Special Event	Event Expenses & Marketing	\$17,000
Olympia Harbor Days Festival	Special Event	Event Expenses & Marketing	\$2,500
Kris Kringle Market	Special Event	Event Expenses & Marketing	\$6,000

USSSA National Championship Tournament	Special Event	Event Expenses	\$5,475
Juneteenth	Special Event	Event Expenses & Marketing	\$8,000
SWAE Night Market at the Depot	Special Event	Event Expenses & Marketing	\$8,500
Harlequin Productions 2025 Season	Special Event	Event Expenses & Marketing	\$2,000
South Sound BBQ Festival	Special Event	Event Expenses & Marketing	\$8,000
SWAE Night Market at Ricardo's	Special Event	Event Expenses & Marketing	\$3,000
Winterfest	Special Event	Event Expenses & Marketing	\$2,250
SWAE Holiday Market	Special Event	Event Expenses & Marketing	\$2,500
Oly Soccer 2025 Season	Special Event	Event Expenses & Marketing	\$35,000
Reach the Beach	Special Event	Event Expenses & Marketing	\$7,500
Olympia Funk Off Festival	Special Event	Event Expenses & Marketing	\$2,500
Capital Lakefair	Special Event	Event Expenses & Marketing	\$5,000
All Kids Win 5K	Special Event	Event Expenses & Marketing	\$3,000
Olympia Symphony	Special Event	Event Expenses & Marketing	\$0

Committee Member Carpenter moved to accept the 2025 Lodging Tax Funding Budget recommendation as shown in the table above. Committee Member Weigelt seconded. Motion carried.

B. 2025 LTAC Discussions: Reports, Processes, Timelines, and Other Items

Sadie Siglin, Management Analyst

Siglin provided an overview of potential 2025 discussion items, including the reporting metrics for the 2024 funding cycle, application improvements, the 2025 application cycle schedule, and potential improvements to the scoring rubric. Siglin reported that recruitment is underway for the current vacancy on the committee.

7. Adjourn

Chair Miller adjourned the meeting at 6:37 p.m.

Minutes approved April 17, 2025.