

LODGING TAX ADVISORY COMMITTEE MEETING

JUNE 26, 2020

ZOOM VIDEO CONFERENCE

12:00 – 1:00 P.M.

LTAC PRESENT: Councilmember Malcolm Miller, Ruth Weigelt, Susana Matis, Chad Carpenter

STAFF PRESENT: Scott Spence, Troy Woo, Kelly Adams

GUESTS: Shauna Stewart, Experience Olympia

COUNCILMEMBER MALCOLM MILLER OPENED THE MEETING AND WELCOMED THE COMMITTEE AND VISITORS.

RUTH WEIGELT MOVED TO APPROVE THE AGENDA. CHAD CARPENTER SECONDED. MOTION CARRIED.

RUTH WIEGELT MOVED TO APPROVE THE MAY 1, 2020, MINUTES. CHAD CARPENTER SECONDED. MOTION CARRIED.

Lodging Tax Revenue Update

Troy Woo, Director of Finance, provided an updated of lodging tax revenue collections. Year to date revenues equaled \$102,000, which closely match year to date projections of \$100,850. Several hotels submitted late tax returns in April, which increased collections to meet projections, but do not reflect an increase to normal occupancy rates.

Chair Miller requested a status report on Lacey hotels. Susana Matis reported an improved outlook for the Candlewood Suites with 87% occupancy. Design and construction work in the region attracts workers from out of state.

Experience Olympia & Beyond

Shauna Stewart, Executive Director of the Visitors and Convention Bureau, presented the current work of the Experience Olympia program. Shauna presented the impacts of Experience Olympia's online efforts to support regional tourism with the data collected for 3.5 million travelers. Shauna reports that the website *www.experienceolympia.com* has been an effective tool for attracting guests to local hotels. The Visitors and Convention Bureau annual report is available online.

Lacey South Sound Chamber of Commerce

Scott Spence, City Manager, briefly presented an update from the Lacey South Sound Chamber of Commerce regarding the Visitor's Center. Kelly Adams will send the Lacey South Sound Chamber presentation to the committee. The committee asked staff to invite Blaine Land, Executive Director of the Lacey South Sound Chamber of Commerce to the next meeting.

THE LODGING TAX ADVISORY COMMITTEE AGREED TO RECONVENE ON THURSDAY, JULY 30 AT NOON.