



CLALLAM COUNTY LODGING TAX ADVISORY BOARD MINUTES of October 14, 2021

JOINT MEETING

The joint meeting convened at 2:31 p.m., Thursday, October 14, 2021. Present were Commissioner Johnson, Lissy Andros, Ryan Malane, Marc Abshire, Vanessa Fuller, Lorrie Mittmann, Linda Keen and Donya Alward. All appeared by video. Pamela Dahl was excused.

Commissioner Johnson welcomed Audrey Grafstrom from Forks.

TOPICS

- A. Total budget
- B. Allocations categories
- C. Vetting process for applications
- D. How do you measure success
- E. What is not being accomplished related to tourism that should be funded

Meeting concluded at 2:50 p.m. and continued to the Clallam County LTAC Business Meeting commencing at 2:51 p.m.

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Commissioner Johnson called the meeting to order at 2:51 p.m., Thursday, October 14, 2021. Also present were Lissy Andros, Ryan Malane, Marc Abshire, Vanessa Fuller, Lorrie Mittmann, Linda Keen, Donya Alward and Pamela Dahl. All appeared by video.

REQUESTS FOR MODIFICATIONS/APPROVAL OF AGENDA

ACTION TAKEN: Andros moved to adopt the agenda as presented, Mittmann seconded, motion carried

APPROVAL OF MINUTES

- Minutes September 10, 2021

ACTION TAKEN: Malane moved to approve the minutes as presented, Mittmann seconded, motion carried

PUBLIC COMMENT

- Marsha Massey, Olympic Peninsula Visitors Bureau – Executive Director, thanked the LTAC for the funding granted to Olympic Peninsula Visitors Bureau.

BUSINESS ITEMS

a. Review of financial LTAC projections for 2021

Commissioner Johnson stated Mark Lane was not available to attend. Johnson presented an update.

Discussion held regarding when the Canadian border will be reopening.

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b. Approval of Request for Proposals Notice for 2022 Hotel/Motel Funding Requests

LTAC Members discussed the first round of 2022 Hotel/Motel Funding requests.

LTAC members agreed to make amend the application, add "Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program." as last sentence in paragraph 2. Add "(individual marketing request, contact OPVB)" at Item V Service Categories, check all applicable after Tourism, Promotion/Marketing.

ACTION TAKEN: Abshire moved to approve a notice to call for applications for 2022 Hotel/Motel Funding requests as amended, Malane seconded, motion carried

Discussion held regarding marketing funds.

NEXT MEETING – November 10, 2021 at 2:30 p.m.

ADJOURNMENT

Meeting concluded at 3:45 p.m.