



AGENDA

CLALLAM COUNTY CLALLAM BAY/SEKIU COMMUNITY ADVISORY COMMITTEE

**Sekiu Community Center
42 Rice Street, Sekiu WA
August 28, 2025 – 5:30 p.m.**

CALL TO ORDER, ROLL CALL

1. REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA

2. PUBLIC COMMENT

3. APPROVAL OF MINUTES: February 13, March 13, April 10, 2025, May 8, 2025 & June 12

4. BUSINESS ITEMS

- Discussion on potential Lodging Tax ask

5. FUTURE AGENDA ITEMS

6. PUBLIC COMMENT

7. NEXT MEETING DATE: September 11, 2025

8. ADJOURNMENT

CB/Sekiu Community Advisory Committee

Draft minutes:
February 13, 2025
March 13, 2025
April 10, 2025
May 8, 2025
June 12, 2025



**CLALLAM COUNTY
CLALLAM BAY/SEKIU COMMUNITY ADVISORY COMMITTEE
MINUTES OF FEBRUARY 13, 2025**

MEETING OF THE CLALLAM BAY/SEKIU COMMUNITY ADVISORY COMMITTEE (CB/Sekiu CAC)

Commissioner French (CMF) called the meeting to order at 5:30 p.m., February 13, 2025. Also attending were members Kim Malakoff, Jeri Boe and Cara Pankey.

REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA

CMF requested to add a discussion regarding the Comp Plan

APPROVAL OF MINUTES

- October 17, 2024 and January 9, 2025

ACTION TAKEN: Pankey moved to approve the minutes as presented, Malakoff seconded, motion carried

BUSINESS ITEMS

- Comp Plan update

Bruce Emery, Department of Community Development Director provided an update on the Comp Plan. He noted that at this time they need to have a lands capacity analysis. Members and Emery addressed changes in affordable housing due to changes in costs and regulations. Members held discussion.

- Review Clallam County Tourism Master Plan

CMF provided an update on the Clallam County Tourism Master Plan. He noted that Olympic Peninsula Visitors Bureau OPVB provided support in putting the plan together. He briefed on the goals. He pointed out that tourism season needs to be year-round. Members held discussion. The committee will work on getting more participation from community members and business owners at an upcoming meeting.

- Community updates

Update was provided on water.

Don Crawford provided an update parks and State Conservation Corps. He provided an update on the ramp replacement project.

Pankey update on fishing season and Fun Days.

North Olympic Library provided an update. The facility is open, and they will be providing some program this spring. Members commented on the facility.

FUTURE AGENDA ITEMS

- Housing – Tim Dalton
- Tourism – Marsha Massey, Lissy Andros and Marc Abshire
- Small Business Development with CIE and SBDC
- School District

ADJOURNMENT – 7:10 p.m.

Next meeting will be held on March 13, 2025 at 5:30 p.m. at the Sekiu Community Center.



**CLALLAM COUNTY
CLALLAM BAY/SEKIU COMMUNITY ADVISORY COMMITTEE
MINUTES OF MARCH 13, 2025**

MEETING OF THE CLALLAM BAY/SEKIU COMMUNITY ADVISORY COMMITTEE (CB/Sekiu CAC)

Commissioner French (CMF) called the meeting to order at 5:30 p.m., March 13, 2025. Also attending was member Cara Pankey. Kim Malakoff and Jeri Boe were excused.

Due to technical difficulties the meeting did not get recorded for March 13, 2025.

REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA

None.

APPROVAL OF MINUTES

- February 13, 2025

ACTION TAKEN: No action taken

BUSINESS ITEMS

- Discussion with SharonAnn Hamilton - SBDC

SharonAnn Hamilton provided a presentation on Small Business Development Center SBDC. The committee and community members asked questions.

- Discussion with Micah Jonet - CIE

Micah Jonet provided a presentation on Center of inclusive Entrepreneurship CIE. The committee and community members asked questions.

- Community updates

Various community members provided updates.

Next meeting will be held on April 10, 2025 at 5:30 p.m. at the Sekiu Community Center.



**CLALLAM COUNTY
CLALLAM BAY/SEKIU COMMUNITY ADVISORY COMMITTEE
MINUTES OF April 10, 2025**

MEETING OF THE CLALLAM BAY/SEKIU COMMUNITY ADVISORY COMMITTEE (CB/Sekiu CAC)

Commissioner French (CMF) called the meeting to order at 5:30 p.m., April 10, 2025. Also attending was member Cara Pankey. Kim Malakoff and Jeri Boe were excused.

Commissioner French mentioned that the committee is looking for members to join.

REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA

None.

APPROVAL OF MINUTES

- February 13 and March 24, 2025

ACTION TAKEN: No action taken

BUSINESS ITEMS

- Community Facebook page

Commissioner French reported that the Clallam County IT Department will create a Facebook page for the CB/Sekiu Community and Cara Pankey will have access to update the page. This is not specifically a Clallam Bay / Sekiu Community Advisory Committee page but more of a full community page.

- Housing – Tim Dalton – Housing & Grants Resource Director

Tim Dalton provided a presentation on housing in Clallam County. Bruce Emery, Department of Community Development joined the discussion. CB/Sekiu CAT members held a discussion.

- Community updates

Library update, fishing, pub, farmers market, produce fridge, lands capacity analysis, FEMA, RV use,

Next meeting will be held on May 8, 2025, at 5:30 p.m. at the Sekiu Community Center.



**CLALLAM COUNTY
CLALLAM BAY/SEKIU COMMUNITY ADVISORY COMMITTEE
MINUTES OF May 8, 2025**

MEETING OF THE CLALLAM BAY/SEKIU COMMUNITY ADVISORY COMMITTEE (CB/Sekiu CAC)

Commissioner French (CMF) called the meeting to order at 5:30 p.m., May 8, 2025. Also attending was member Cara Pankey. Kim Malakoff and Jeri Boe were excused.

Due to technical difficulties there is no audio or video recording for the May 8, 2025 CB/Sekiu CAC meeting.

REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA

None.

APPROVAL OF MINUTES

- February 13, March 24 and April 10, 2025

ACTION TAKEN: No action taken

BUSINESS ITEMS

- Tourism Economy – Lissy Andros, Forks Chamber of Commerce
Commissioner French introduced Lissy Andros, Forks Chamber of Commerce. Andros briefed the committee and public on how Forks developed their tourism industry. Committee members and public asked questions
- Community updates
Community updates were provided.

Next meeting will be held on June 12, 2025, at 5:30 p.m. at the Sekiu Community Center.



**CLALLAM COUNTY
CLALLAM BAY/SEKIU COMMUNITY ADVISORY COMMITTEE
MINUTES OF JUNE 12, 2025**

MEETING OF THE CLALLAM BAY/SEKIU COMMUNITY ADVISORY COMMITTEE (CB/Sekiu CAC)

Commissioner French (CMF) called the meeting to order at 5:30 p.m., June 12, 2025. Also attending was member Cara Pankey and Jeri Boe. Kim Malakoff was excused.

REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA

None.

APPROVAL OF MINUTES

- February 13, March 24, April 10, 2025 & May 8, 2025

No action was taken

BUSINESS ITEMS

- **Public art update**

CMF reported that Clallam County was approached by Paul Allen and Jennifer Lee regarding repairing and restoring Rosie the Fish statue. The statue is in the Washington State Department of Transportation right-of-way. Allen and Lee plan on funding the repairs themselves and adding a plaque on the base of the statue for Denise Chastain who originally created the statue.

- **Action steps discussion**

- Clallam Bay Park update

CMF reported that Don Crawford, Parks Department Director, received communication from the contractor and the bridge is being fabricated and it's close to being done. Once done Crawford plans to get it delivered and installed quickly. The goal is to have it installed by the end of June.

- Committee members

CMF requested the community members sign up to officially be members of the committee. He noted that if there are members the committee can make recommendations to the Board of Commissioners.

- Lodging Tax Funding request

Discussion was held regarding community building, staffing to promote tourism, grants, lodging tax funding and marketing. French commented that the next round of Lodging Tax Funding applications will be called in September 2025. Discussion was held regarding housing.

- **Community updates**

Boe provided an update on the prison.

Next meeting will be held on July 10, 2025, at 5:30 p.m. at the Sekiu Community Center.

CB/Sekiu Community Advisory Committee

Business Item:

Lodging Tax Application and Press Release



RANDY JOHNSON, District 2
Chair, Lodging Tax Advisory Committee

Board of Clallam County Commissioners

223 East 4th Street, Suite 4
Port Angeles, WA 98362-3015
360.417.2256 Fax: 360.417.2493
E-mail: loni.gores@clallamcountywa.gov

July 31, 2025

PRESS RELEASE **For Immediate Release**

CLALLAM COUNTY LODGING TAX FUNDING APPLICATION 2026

The Lodging Tax Advisory Committee announces an opportunity for business grants for large-scale events, projects, or infrastructure improvements from monies received from a consumer tax on lodging. Clallam County's Lodging Tax Fund will be the primary source of County funding for activities, operations, and expenditures designed to increase tourism in the unincorporated areas. Applications may be submitted by any non-profit entity, any public entity, or any group of eligible organizations (RCW 67.28).

How to Apply or Additional Information

To obtain an application contact the Clallam County Board of Commissioners' Office at:

Clerk of the Board Loni Gores: loni.gores@clallamcountywa.gov

or

Online at: <https://www.clallamcountywa.gov/757/Lodging-Tax-Advisory-Committee-LTAC>

Applications/requests must be received at 223 East 4th Street, Room 150, Port Angeles, Washington by 12 p.m., Friday, October 10, 2025. Late applications will not be accepted.

A handwritten signature in black ink that reads "Loni Gores".

Loni Gores, Clerk
Lodging Tax Advisory Committee



LODGING TAX FUNDING APPLICATION 2026

GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000. Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program.

I **AMOUNT of Lodging Tax Requested:** \$ _____

II **Agency/Organization Name:** _____

Organization is ☐ Government Entity ☐ 501(c)3 ☐ 501(c)6 ☐ Other

Federal Tax ID No. _____ UBI Number _____

III **Project/Activity/Event:** _____

IV **Representative Contact Information:**

Name, Title _____

Mailing Address _____

Phone(s) _____

Email _____

V **Service Categories, check all applicable:**

_____ Tourism Promotion/Marketing (individual marketing request, contact OPVB)

_____ Operation of a Special Event/Festival designed to attract tourists

_____ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization

_____ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

CERTIFICATION

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

Signature

Date: _____

Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

(You may use this Supplemental Questions form or type the questions and answers on separate sheets)

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

2. How will the project/program help increase paid overnight accommodation in Clallam County?

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

4. How will the project/program encourage visitors to come from another country or state?

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

6. 2026 Tourism-Impact Estimate

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2025)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

As a direct result of your proposed tourism-related service, please provide:	2026 Estimate	2025 Actual	Methodology
a. Overall attendance at your event/activity/facility			
b. Number of people who travel more than 50 miles for your event/activity/facility			
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.			
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.			
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.			
f. Number of paid lodging room nights resulting from your event/activity/facility.			

7. Is there a host hotel for your event? If yes, please identify.

8. Describe the prior success of your event/activity/facility in attracting tourists.

9. Describe your target tourist audience (location, demographics, etc.)

10. Describe how you will promote your event/activity/facility to attract tourists.

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**

13. What is the overall budget for your event/activity/facility? \$ _____
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? _____ %

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Friday, October 10, 2025.**

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2026 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. **Applicants will be notified and attendance by the applicant's representative is required for presentation and questions.** Following review, LTAC will forward its recommendation to the Board of County Commissioners.

APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:

Submit the **original application and one copy to:**

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th Street, Suite 4
Port Angeles WA 98362-3015

- Submittals made in an incorrect format will not be considered.

- Submit original application and one copy.

- The sealed applications must be clearly marked on the outside "2026 Lodging Tax Funding Application."

- All copies need to be single sided and not stapled and no folders.

- All documents/brochures must be printed on 8.5 x 11 letter size paper to be accepted.

- Please refrain from submitting colorful pictures/PowerPoint presentations.

Documents delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail.

Required Additional Information – In addition to the application and supplemental questions answers, it is required that you attach the following:

- An itemized budget for your event/activity/facility (income and expense).
- Description and budget showing the intended use of the amount requested from the Clallam County Lodging Tax Fund.
- If the applicant is a non-profit organization, a copy of your agency/organization's current non-profit corporate registration with the Washington Secretary of State, and current annual budget.

Optional Information - Brochures/information concerning your event/activity/facility, in particular, items showing recent tourism promotion efforts. Brochures/information must be printed on 8.5 x 11 sized paper, single sided and not stapled copies to be accepted. Please refrain from submitting colorful pictures/PowerPoint presentations.

Contract Requirement – In order to be a recipient of Lodging Tax funds, a contract is required between Clallam County and the receiving Agency/applicant.

Post Reporting

Reporting Requirements enacted by the Washington State Legislature in 2013 (RCW 67.28.1816) requires the County to file an annual report to the State of Washington Joint Legislative Audit and Review Committee regarding the use of funds for the year including a requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging, and the reporting of expenditures and activities shall meet those requirements. It is required that all recipients submit a post-event activity report that provides information to the Clallam County Administrator as specified by the contract.

GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County. CCC 5.13.020 Special fund.

Eligibility

Clallam County's Lodging Tax Fund will be the primary source of County funding for activities, operations, and expenditures designed to increase tourism in the unincorporated areas. Applications may be submitted by any non-profit entity, any public entity, or any group of eligible organizations (RCW 67.28).

Appropriate Uses

The guiding principle for the use of lodging taxes is that they must be used for activities, operations and expenditures designed to increase tourism. Specifically, lodging taxes can be used for:

- Tourism marketing;
- Marketing and operations of special events and festivals designed to attract visitors;
- Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- Operations of tourism-related facilities owned/operated by nonprofit organizations (RCW 67.28.1816).

A tourism-related facility is a real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is (a) owned by a public entity, nonprofit organization (including a non-profit business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce) and (b) used to support tourism, performing arts, or to accommodate tourist activities (RCW 67.28.080) The guiding principle is that the facilities should be used by tourists.

Tourism Marketing and Operations includes activities defined as "tourism promotion" in state law (RCW 67.28.080)

- Advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming visitors;
- Developing strategies to expand tourism;
- Operating tourism promotion agencies; and
- Funding the marketing or operation of special events and festivals designed to attract visitors.

HIGH PRIORITY may be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by visitors in lodging establishments for projected nonpeak periods within unincorporated Clallam County.
- Promote Clallam County events, activities, and places in the unincorporated area of Clallam County to potential visitors from outside the County.
- Have demonstrated a high potential from the Committee's perspective to result in documented economic benefit to Clallam County.
- Have demonstrated history of success or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance County-owned tourism facilities or infrastructure.

Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the County's Finance Director.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % of increase over prior year Clallam County Lodging Tax funded proposals, if any.
- Projected economic impact within the unincorporated area of Clallam County, in particular projected overnight stays in this area lodging establishments.
- The applicant's financial stability.