

Chelan County Lodging Tax Advisory Committee

Meeting Minutes

Thursday, July 25, 2023

Opening: The meeting is called to order by Chairman Tiffany Gering at 1:05 P.M. The following Committee Members are present:

Tiffany Gering, District 3 Commissioner
George Velazquez, TREAD
Troy Campbell, Leavenworth Chamber
Chuck Schuringa, Sleeping Lady Mountain Resort
Eric Featherstone, Wapato Point
Eric Campbell, Campbell's Resort

Also present for meeting:

Jerri Barkley, Visit Chelan County
Ron Cridlebaugh, Chelan County Economic Development Director
Jill FitzSimmons, Chelan County PIO
Cathy Mulhall, Chelan County Administrator

Action: *Upon motion and second by Troy Campbell and George Velazquez, the Meeting Minutes for June 22 are unanimously approved.*

Public Comment Period: No public present, no comment provided

Discussion

- Framework Discussion
 - Current Framework goes through 2024.
 - Some discussion occurred about what the qualifiers should be to be included in the new Framework.
 - Gering said she would like to see a uniform reporting system for the Framework recipients.
 - Gering suggested the group think about the following questions and come prepared to discuss at the September meeting: Should the Framework require an application process? What kinds of questions would LTAC ask a potential Framework recipient? Who should the Framework prioritize?
 - Eric Campbell said he would like to see the initial intent of Chelan County's lodging tax dollars.

Visit Chelan County

- Non-Profit Status Update
 - Have started conversations with another attorney to determine Federal filing status: 501c6 vs 501c4.
 - Gathered DOB for each officer.

- Need a copy of the bylaws signed by president or treasurer.
- MMGY
 - Timeline
 - Steering Committee to regroup after Focus Groups
 - Focus Groups on July 31 and Aug. 2
 - Went over a list of people asked to participate in the Focus Groups, and the names of each of the Focus Groups.
 - 1:1 interviews – 10 officials were asked to do 30-minute, one-on-one interviews.
 - Resident surveys going out to chambers week of July 31.
- Equity Alliance – Outdoor Access. Have applied for a grant with the state to do an inventory of accessible trailheads within Chelan County. Have met with TREAD and Wenatchee Outdoors to determine what accessible means. Need to do more research.
- State of WA Filmworks – virtual fam tour completed.
- Chelan County Living - draft completed. Spanish translation, print and distribution were discussed.
- Attended Chelan County Natural Resources’ No Community Left Behind: Fire-Wise and Smoke Readiness Workshop at Pybus Market on July 13.
- Contribute to Chelan Destination Development event coming in September
- Registered for WA State Tourism conference in October
- DVA
- Summary marketing recap for all of Q2 at [THIS LINK](#)
- Have reached out to Chelan County Auditor Skip Moore to discuss a report on Visit Chelan County expenditures.

2:47 P.M. **Meeting Adjourned**