

Chelan County Lodging Tax Advisory Committee
Meeting Minutes
Friday December 10, 2025

Opening: The meeting is called to order by Chairman Shon Smith at **2:35 P.M.** The following Committee Members are present:

Shon Smith, District 2 Commissioner
Christie Wilder, Plain Valley Ski Trails
Angela Morris, Chelan Douglas Land Trust
Tony Medina, Marina's Edge Resort
Calen Williams, Love Leavenworth
Stephen Maher, Our Valley Our Future/ Run Wenatchee

Also present for meeting:

Jerri Barkley, Visit Chelan County
Ron Cridlebaugh, Chelan County Director Economic Services
Anabel Torres, Chelan County

Public Comment Period: Timi Starkweather provided public comment regarding the Manson Chamber of Commerce.

Action: Upon motion by **Angela Morris** and second by **Tony Medina** the Meeting Minutes for November 21, 2025 were approved unanimously.

Discussion

The Committee discussed the Commissioner's proposal and decided to separate the two requests. The committee's framework recommendation for Commissioner consideration is:

Lake Chelan Chamber of Commerce — 20%
Leavenworth Chamber of Commerce — 20%
Chelan County Tourism Related Facilities - 19%
Event & Marketing Grants — 10%
Visit Chelan County — 27%
Cascade Loop - 3%
Cashmere Chamber of Commerce — 3%
Manson Chamber of Commerce — 4%
Entiat Chamber of Commerce — 3%

Action: Upon motion by **Stephen Maher** and second by **Angela Morris** the 2026 Framework recommendation was approved with one abstention: Christie Wilder

The committee requested more time to thoughtfully consider the reserve account, what a minimum balance should be and how the reserves should be spent. They would like to begin discussion on that topic at their January meeting. The committee requested some additional information from staff.

1. How much does the reserve account grow year over year?
2. Are there examples from other lodging tax jurisdictions on the percentage of unused grant awards annually?

Additional questions and comments were:

1. The committee would like to see the chamber scope of work proposals before approval
2. The committee asked Jerri to continue outreach to ENIAT Chamber to help identify ways to spend allocated funds and develop tourism initiatives
3. Research and report back on what other DMOs performance measurement rubrics are. (Jerri)
4. The committee would like to develop rubrics and a matrix for establishing appropriate chamber percentages for future framework decisions.
5. The Committee would like to establish a process for organizations to apply for reserve funds.