

Chelan County Lodging Tax Advisory Committee
Meeting Minutes
Thursday, May 21, 2026

Opening: The meeting is called to order by Chairman Shon Smith at **1:00 P.M.** The following Committee members are present:

Shon Smith, District 2 Commissioner
Angela Morris, Chelan Douglas Land Trust
Tony Medina, Marina's Edge Resort
Calen Williams, Love Leavenworth
Stephen Maher, Our Valley Our Future

Also present for meeting:

Ron Cridlebaugh, Economic Services Director
Jerri Barkley, Visit Chelan County
Mat Lyons, TREAD
Jeff Ostenson, North 40 Productions

Public Comment Period: None

Action: Upon motion by Angela Morris and second by Stephen Maher the Minutes from Mar 19, 2026 were approved unanimously.

Presentation: Mat Lyons, TREAD & Jeff Ostenson, North 40 Productions

TREAD outdoor recreation history in the community since 2014

In the LTAC framework 22-24 @2%

Verbal from prior LTAC to informally commit 3% a year for TREAD projects.

Update on the Yurt project (proposed in March) has a \$19K match offer from the C-D Port, one yurt \$52,970 / Total Cost \$124,940

'The Dis-Enchantments' film project concept by North 40

\$300-450K budget / Film this year release next year

Meets Marketing, Management & Education tenets

Requesting \$50K for production costs

Discussion:

Action: Upon motion by Stephen Maher and second by Tony Medina, the Committee will retain \$200K in Reserves. Approved unanimously.

What bucket does unused grant funding go?

Action: Upon motion by Angela Morris and second by Calen Williams, unspent grant funding will not be sent to reserves, it will be returned to the bucket from which it originated. Approved unanimously.

Action: Upon motion by Stephen Maher & second by Angela the parameters for spending the \$800K are defined as follows

- No Operations Requests
- Should benefit unincorporated areas of Chelan County
- Must be a municipality or nonprofit that applies
- Capital or Significant Event or Significant education opportunity
- Request improves the County's overall image by providing a positive visitor experience and/or promoting the area's existing attractions
- Grant requires match funding; match will be determined on a case by case basis.
- Presentations to committee required with applications
- Funding in the range of \$25K - \$150K
- Post project presentation also required

Approved unanimously.

Will present this plan to the Commissioners at June 1 meeting. If adopted, will publish call for requests shortly afterward.

Paula to create an application, committee to review/edit/approve in conjunction with Commissioner approval.

3:01 P.M. Meeting Adjourned