

Chelan County Lodging Tax Advisory Committee

Meeting Minutes

Thursday, July 16, 2026

Opening: The meeting is called to order by Chairman Shon Smith at **1:01P.M.** The following Committee members are present:

Shon Smith, District 2 Commissioner
Angela Morris, Chelan Douglas Land Trust
Christie Wilder, Plain Valley Ski Trails
Greg Sivinski, Wenatchee Valley Velo
Matt Renggli, Mountain View Lodge

Also present for meeting:

Jerri Barkley, Visit Chelan County
Erin McCardle, Mayor of Chelan
Mat Lyons, TREAD

Public Comment Period:

Erin McCardle - 2021 was the last year of the county wide demand marketing generation for outside of this area via the Media Committee. Feels that the dismantling of the Media Committee coupled with the implementation of county STR restrictions has brought on the year over year decrease in LTAC funds for all municipalities. Right now, the lion's share of their tax revenue is generated in a 60-90 day window each year. The Chelan area really needs increased occupancy in the shoulder seasons.

Thinks our Projects of Impact application should include the heads in beds questions for "How are you going to bring visitors in to spend money?" Also felt Events were not the right way to drive visitation, should concentrate on marketing what we have.

Commissioner Smith request: Paula to generate a report for Sales Tax Revenue for Leavenworth Octobers – last 5 years

Jerri Barkley - The County as a whole is not doing well. Bookings/Occupancy is down 8.4% and there are 7% fewer rooms available. Argues we should not spend down our Reserves on the Projects of Impact.

Mat Lyons – see's three things out of this discussion: STR regulation impacting dollars coming in, the need to increase marketing for shoulder seasons, and the need for capital projects (new as well as repairs) to make the visitor experience positive. Also that if Projects of Impact goes forth that the committee is going to be inundated with applications for all kinds of projects, many potential not well thought out.

In closing: All three requesting that we not proceed with the Projects of Impact.

Action: Upon motion by **Angela Morris** and second by **Christie Wilder** the Minutes from June 18, 2026 were approved unanimously.

Discussion:

Commissioner Smith - Table the application and application process for Projects of Impact due to the input during Public Comment.

There was a refund in June Transient Rental tax of \$43K+

Event/Marketing grant reporting received thus far, how do committee members wish to review materials? Decision: thumb drives, 2x per member. Paula will load reports to date on each. Then add the delta each month, members will swap out at meetings

Framework funding allocation process for 2028 and beyond: 1 year, 2 year, 3 year?
Matt suggests 2 year would be good, everyone was in verbal agreement.

Reporting from everyone in the Framework.

Report: what have you accomplished thus far this year? How is your organization doing Budget vs Actual?

3:00 P.M. Meeting Adjourned