

**LODGING TAX ADVISORY COMMITTEE
MINUTES
March 31, 2011**

The Lodging Tax Advisory Committee (LTAC) met on Thursday, March 31, 2011 at 5:00 p.m. at the City Hall Annex, 230 Davidson Avenue, Woodland WA. The meeting was called to order by Chair Susan Humbyrd.

ROLL:

Susan Humbyrd, Councilmember/Chair
Vivian Mosby, Chamber/Tourist Information Center
Esther Rothe, Woodland Shores RV Park
Rebecca Roberts, Lilac Gardens
Mari Ripp, Clerk-Treasurer

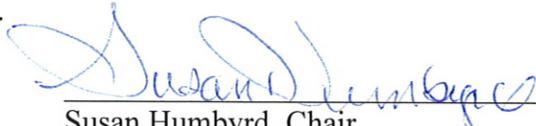
1. Update on "The Big Idea" by Vivian Mosby
 - a. Board of Directors with each city and hotel being represented
 - b. Setting it up in 2011
 - c. Getting ideas
 - d. Have the board make some recommendations
 - e. Questions:
 - Do all have to participate for it to be a "yes"? or can 1 or 2 opt out?
 - What kind of event(s)?
 - Annual
 - Effect on Woodland and Kelso Visitor Info Centers (Kelso is supported by Cowlitz Co.)
 - Spend on one (1) large event in one (1) year – may not be self-sustaining
 - f. Chamber has a letter in opposition of the "Big Idea" as it would hurt the Visitor's Info Center in Woodland

Motion:

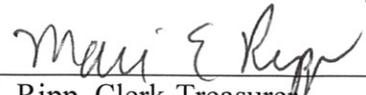
Chair Susan Humbyrd moved to recommend to The Big Idea Board of Directors NOT to participate in the contribution for 2011 and to get additional information. Committee Member Mosby seconded the motion. Yes: Humbyrd, Mosby, Roberts, Rothe No: None

M/S/C

The meeting was adjourned at 5:30 p.m.



Susan Humbyrd, Chair

Attest: 

Mari E. Ripp, Clerk-Treasurer

These minutes are not a verbatim record of the proceedings.