LODGING TAX ADVISORY COMMITTEE
MINUTES
October 18, 2011

The Lodging Tax Advisory Committee (LTAC) met on Tuesday, October 18, 2011 at 4:30 p.m. at the City Hall Annex, 230 Davidson Avenue, Woodland WA. The meeting was called to order by Chair Susan Humbryd.

ROLL:

Susan Humbryd, Councilmember/Chair
Vivian Mosby, Chamber/Tourist Information Center
Esther Rothe, Woodland Shores RV Park
Rebecca Roberts, Lilac Gardens
Mari Ripp, Clerk-Treasurer
Audience: Darlene Johnson, Treasurer for the Chamber/Tourist Information Center

1. Update on "The Big Idea" by Vivian Mosby
2. Review of the 2012 funding requests from the Hotel / Motel tax.

Requests for 2012 funding were:

a. Woodland Tourist Information Center $24,500
b. Woodland Historical Museum $1,000
c. Hulda Klager Lilac Gardens $4,100
d. Planter's Days Committee $1,250
e. Downtown Woodland Revitalization-Hot Summer Nights event $1,000
f. Cowlitz County Tourism-Awesome Brochure $4,000

The LTAC will be recommending to the City Council to fund for 2012:

Tourist Information Center $24,500
Woodland Historical Museum $500
Lilac Gardens $4,000
=Total $29,000

Revenue estimated for 2012 is $26,500 + fund balance of $12,000 = $38,500. We are also expecting the Woodland Inn & Suites to re-open soon, so are estimating revenue to begin again in April, 2012.

There is also a possible donation from a private hotelier (per Commissioner Misner) and if this occurs the LTAC further recommends funding for 2012:

½ of the donation, up to $500 to the Planters Days Committee and ½ of the donation, up to $500 to the Downtown Woodland Revitalization.

The LTAC recommendation will be forwarded to the city council and public comments may be received at the Public Hearing for the FIRST READING of the 2012 Final Budget on November 28th at 7:00 p.m.

The meeting was adjourned at 5:34 p.m.

Susan Humbyrd, Chair

Attest: Mari E Ripp

Mari E. Ripp, Clerk-Treasurer

These minutes are not a verbatim record of the proceedings.

HOTEL/MOTEL TAX 2012 NARRATIV

Updated: 10/18/2011

2012 REQUEST	2012 Budget Estimates / Requests: Entity	2008 Council Authz'n	2009 Council Authz'n	2010 LTAC RECOMMEND	2010 Council Authz'n	2011 LTAC RECOMMEND	2011 12/20/2010 Council Authz'n	2012 LTAC RECOMMEND	2012 12/20/2010 Council Authz'n
24,500	**Woodland Tourist Info Center**	30,000	32,000	22,000	25,500	24,500	24,500		0
0	Cowlitz Historical Museum	750	750	0	0	0	0		0
0	Clark County Historical Museum	750	750	0	0	0	0		0
1,000	Woodland Historical Museum					500	500		0
4,100	**Hulda Klager Lilac Gardens**	4,200	4,000	3,000	3,000	4,000	4,000		0
	b								
1,250	Planter's Day Committee-website&ads	1,000	1,500	0	0	0	0		0
1,000	Downtown Woodland Revitalization-Hot Summer Nights	0	0	0	0	0	0		
	Special Projects								
4,000	**Cowlitz Co. Tourism- "Awesome Brochure" $4,000**	4,000	4,000	2,000	2,000	0	0		0
0									
0									
0									
35,850	**SUB TOTAL**	**40,700**	**43,000**	**27,000**	**30,500**	**29,000**	**29,000**		**0**
0									
	Reserves / Fund Balance	34,844	36,600	29,320	28,870	14,689	14,689		0
0	**SUB TOTAL**	**34,844**	**36,600**	**29,320**	**28,870**	**14,689**	**14,689**		**0**
35,850	**<<< Total Fund Exp'd**	**75,544**	**79,600**	**56,320**	**59,370**	**43,689**	**43,689**		**0**
26,500	**<<<Total Revenue - Estimated TAX & Invmts**	**#REF!**	**42,400**	**35,000**	**34,000**	**26,000**	**34,000**		**0**
	FUND TOTAL	**75,544**	**79,600**	**56,320**	**59,370**	**43,689**	**43,689**		**0**

Lodging Tax Advisory Comm 10/18/11
4:30p.m.

Attendees -

Name

1. Vivian Mosley
2. Susan Humbyrd
3. Esther E. Rothe
4. Rebecca Roberts
5. Darlene Johnson
6. Mari Rizzo
7.
8.
9.
10.

- 2012 Budget requests - Hotel / Motel funding

Adjourn 5:34p.m.