

MONROE LODGING TAX ADVISORY COMMITTEE MINUTES AUGUST 11, 2015

CALL TO ORDER AND ROLL CALL

The August 11, 2015, Lodging Tax Advisory Committee meeting was called to order by Chairperson Geoffrey Thomas, Mayor, at 5:04 p.m., Council Chambers, City Hall.

Committee members present: Mayor Geoffrey Thomas, Una Wirkebau-Hartt – Monroe Chamber of Commerce, Doug Hobbs – High Road Promotions/Evergreen Speedway, Bill Shin – Guest House Inn & Suites

Staff members present: Pam Baker, Executive Assistant

APPROVAL OF MINUTES*

The motion was made by LTAC Member Wirkebau-Hartt and seconded by LTAC Member Hobbs, to approve the August 7, 2014 meeting minutes. On vote,

Motion carried 4/0.

REVIEW LODGING TAX FUND FINANCIAL PROJECTS

Mayor Thomas provided information for LTAC members regarding budget projections, including a similar revenue forecast for year 2015, as for 2014. The same amount of revenue, year-to-date, is currently being brought in, as 2014. It was encouraged to maintain a fund balance for the end of 2015, along with maintaining staff and services, and not spending more than the lodging tax was bringing in.

LTAC member Shin asked how the budget would be supplemented if the budget falls into negative numbers. Mayor Thomas responded with: use of the City's General Fund.

LTAC member Shin stated his hotel numbers were low during the winter season, but has evened out through the summer months with the multiple various events going on in Monroe. LTAC member Wirkebau-Hartt stated she's been sending patrons outside of Monroe to stay at other hotels, because all the hotels in Monroe were booked. Members discussed the need for another hotel in the area, and LTAC member Shin expressed the need for events during the slower months. LTAC member Shin also mentioned possible better coordination between events in order to spread out hotel bookings during the summer months. LTAC member Hobbs agreed mentioning the wakeboard and drift races occur during the same weekend, and business owners have to send many members of these events to hotels outside Monroe. Mayor Thomas noted the need for events during the slower season.

* Staff Note: Item addressed out of order on the agenda, due to minutes not being readily available.

Mayor Thomas closed out the discussion with mentioning the budget for funds is approximately \$67,000.00 and is unable to increase due to having no real increase in revenues from 2014.

SCHEDULE APPROVAL

The motion was made by LTAC Member Hobbs and seconded by LTAC Member Wirkabau-Hartt, to approve the proposed schedule for the remainder of the LTAC process. On vote,

Motion carried 4/0.

APPROVAL OF 2016 APPLICATION

The proposed 2016 funding application form was reviewed by the committee members. Mayor Thomas noted there were no changes made to the eligibility criteria on page four of thirteen, and the dates were reviewed for the application timeline.

The motion was made by LTAC Member Hobbs and seconded by LTAC Member Shin, to approve the 2016 Application form as written. On vote,

Motion carried 4/0.

LTAC MEETING SCHEUDLE

Next meeting will be held on October 6, 2015; for the purpose of reviewing applications and making recommendations.

ADJOURNMENT

The motion was made by LTAC Member Wirkabau-Hartt, and seconded by LTAC Member Shin, to adjourn the meeting. On vote,

Motion carried 4/0.

Meeting adjourned 5:28 p.m.