

# **MONROE LODGING TAX ADVISORY COMMITTEE MINUTES NOVEMBER 9, 2016**

## **CALL TO ORDER AND ROLL CALL**

The November 9, 2016, Lodging Tax Advisory Committee meeting was called to order by Chairperson Geoffrey Thomas, Mayor, at 5:03 p.m., Council Chambers, City Hall.

Committee members present: Mayor Geoffrey Thomas, Bridgette Tuttle – Monroe Chamber of Commerce, Doug Hobbs – High Road Promotions/Evergreen Speedway.

Staff members present: Pamela Baker, Staff Liaison, Brad Feilberg, Public Works Director.

## **APPROVAL OF MINUTES**

The motion to approve the October 5, 2016 minutes was made by LTAC Member Hobbs and seconded by LTAC Member Tuttle. On vote, Motion carried 3-0.

## **PRESENTATIONS BY APPLICANTS**

The Lodging Tax Advisory Committee provided the opportunity for the Lodging Tax applicants to present to the Lodging Tax Advisory Committee. There were four organizations that presented. Chris Bee and Dexter Taylor presented for the Monroe Historical Society, Yvonne Gallardo-Van Ornam and Shelley Nyhammer presented for the Monroe Chamber of Commerce, Traci Lockhart presented for the Evergreen Speedway, and Brad Feilberg presented for the City of Monroe. Each organization provided background information for their application and what the LTAC grant money would be used for.

Discussion ensued regarding other outside funding sources for grant money, funding sources for City of Monroe events, number of people who use the Monroe Historical Museum, sign bids and design for the Monroe Historical Museum, addition of events through the Monroe Chamber of Commerce, and a concurrence among committee members to not accept the City of Monroe's Supra Boats Pro Wakeboard Tour due to the event not returning to Monroe in the summer of 2017.

## **REVIEW SUBMITTED APPLICATIONS AND MAKE RECOMMENDATIONS FOR CITY COUNCIL MEETING**

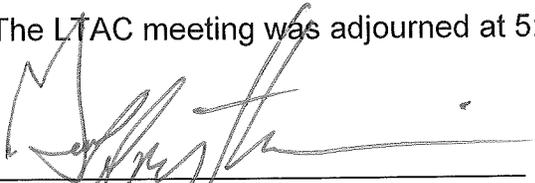
Mr. Brad Feilberg, Public Works Director, provided an updated budget fund document for the lodging tax monies received and end of year budget estimates.

Discussion ensued regarding building a fund balance that is growing versus sitting on LTAC funds, having a bi-annual application versus an annual application, having the

application available during the first quarter of the year to promote Monroe during the off-season, focus and definition of the LTAC application, and maximum/minimum for fund balance.

**ADJOURNMENT**

The LTAC meeting was adjourned at 5:47 p.m.



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Chairperson, Geoffrey Thomas, Mayor



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Staff Liaison, Pam Baker