

MONROE LODGING TAX ADVISORY COMMITTEE MINUTES

APRIL 17, 2019

CALL TO ORDER AND ROLL CALL

The April 17, 2019 Lodging Tax Advisory Committee meeting was called to order by Chairperson Geoffrey Thomas, Mayor, at 5:37 p.m., Monroe City Hall, Council Chambers.

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

Staff members present: Deborah Knight, City Administrator and Becky Hasart, Finance Director

APPROVAL OF MINTUES

Motion: Approve the August 15, 2018 minutes. Hobbs/Buse. Motion passed 3-0.

LODGING TAX FINANCIAL REPORT

Ms. Hasart presented the financial reports, to include 2018 year end results, 2019 first quarter receipts, and 2020 funding projections (attached).

DOWNTOWN MONROE ASSOCIATION/ECONOMIC DEVELOPMENT ADVISORY BOARD UPDATE

Ms. Hasart gave an update on the Downtown Monroe Association relating to their respective 2019 awards. Ms. Knight gave an overview of the Economic Development Advisory Board's (EDAB) efforts regarding wayfinding signs and geo-fencing (wayfinding examples attached). Discussion ensued regarding the ability to use lodging taxes to fund both efforts.

DISCUSSION REGARDING 2020 APPLICATION PROCESS, PRIORITIES, AND TIMELINE

Ms. Hasart facilitated discussion regarding process and priorities and informed the committee that the EDAB would like to assist with suggestions on priorities for tourism spending which would also align with economic development efforts. The 2020 funding cycle timeline was reviewed and accepted with one change. The meeting originally scheduled for August 14, 2019 has been changed to August 21, 2019.


DISCUSSION REGARDING UPCOMING BOARD APPOINTMENTS

Ms. Hasart asked if current committee members were willing to be reappointed for another one year term. All were amenable.

ADJOURNMENT

Motion: Move to adjourn. Hobbs/Buse. Motion carried 3-0.

The LTAC meeting was adjourned at 6:16 p.m.



Geoffrey Thomas, Mayor, Chairperson



Becky Hasart, Finance Director