



# TRANSIENT LODGING TAX ADVISORY COMMITTEE AGENDA

## Thursday, June 4, 2020

At 10:00 a.m., join the meeting from your computer, iPad, or smartphone by clicking the link below:

<https://global.gotomeeting.com/join/586745197>

**You can also dial in using your phone.**

United States: +1 (408) 650-3123

**Access Code:** 586-745-197

Microphones will be muted and webcams will be turned off for presenters and members of the public unless called upon to speak.

If participant(s) disrupt the meeting, the participant(s) microphone and webcam will be turned off.

If disruption continues, the participant(s) will be removed from the meeting.

1. CALL TO ORDER

2. ROLL CALL

3. APPROVAL OF MINUTES

a. March 4, 2020. [Pages 2-5]

4. BUSINESS FROM THE PUBLIC

(Chair)

*Persons wanting to address the committee during "business from the public" must send their written comments by email to [sophie.dykasi@cityofalbany.net](mailto:sophie.dykasi@cityofalbany.net). Please limit comments to one page and include your name and address. Emails received before 5:00 p.m. on June 3 will be forwarded to the Committee for review.*

5. SCHEDULED BUSINESS

a. Budget Discussion [Verbal]

(Seth Sherry)

6. BUSINESS FROM THE COMMITTEE

7. NEXT MEETING DATE: Wednesday, September 2, 2020

(Chair)

8. ADJOURNMENT

Due to Governor Brown's Executive Orders limiting public gatherings during the COVID-19 pandemic, this meeting is accessible to the public via phone and video connection. Remote access information is listed at the top of this agenda.



## Transient Lodging Tax Advisory Committee

---

### MINUTES

Wednesday, March 4, 2020

3:00 p.m.

Municipal Courtroom, City Hall

Approved: **DRAFT**

#### CALL TO ORDER

Member Peggy Burris called the meeting to order at 3:00 p.m.

#### ROLL CALL

Committee Members present: Pam Silbernagel, Peggy Burris, Camron Settlemier, Michael Braibish, and James Dufour

Committee Members absent: None

#### APPOINTMENT OF CHAIR

MOTION: Moved to appoint as temporary chair. Seconded and passed 4-0

#### APPROVAL OF MINUTES

September 4, 2019

MOTION: Member James Dufour moved to approve the minutes. Member Silbernagel seconded the motion, which passed 5-0.

#### SCHEDULED BUSINESS

##### Business from the public

Sophie Dykast shared a handout from the Albany Visitor's Association.

#### APPOINTMENT OF CHAIR

MOTION: Member Pam Silbernagel moved to appoint Member James Dufour as chair. Dufour declined due to the nature of his schedule. Silbernagel moved to nominate Burris as chair. Dufour seconded the motion and it passed 5-0.

#### APPOINTMENT OF VICE CHAIR

MOTION: Dufour moved to nominate Silbernagel as vice chair. The motion passed 5-0.

##### Willamette Valley Visitors Association Executive Director

Executive Director of the Willamette Valley Visitor's Association (WVVA) Dawnielle Tehama shared a summary of WVVA campaigns and how Transient Lodging Tax (TLT) funds are used. Tehama shared about some upcoming tourism events and funding.

Collaborative Tourism Promotion (CTP) Grant Request Scottish Festival

Police Sergeant Juston Alexander and Shelley shared about online interest and projected numbers of attendance for the event. Shelley gave a summary of vendors and events offered. Shelley listed some of the organizations with which the event is partnering.

Settlemier asked how many RSVP's have been received. Alexander said the advertising has been limited but the response on Facebook has been strong. Settlemier asked how much of the response is from out of town. Alexander said at least half. Shelley said the vendors will bring supporters from out of town. Alexander said they would like to grow the event into a two-day event to draw more visitors from out of town.

Member Michael Braibish asked what kind of security will be present at the event. Shelley detailed security.

Braibish asked about the budget projections. Shelley said the budget in the agenda packet is not projected but received.

Settlemier asked about the athletic registration fees. Shelley said they are close to reaching their capacity for registration.

Braibish asked if emergency services are aware of the event. Alexander said the Albany Fire Department will be notified of the event.

Dufour asked how much CTP grant funding is available. Economic Development Coordinator Sophie Dykast said there is \$48,400 available to spend by the end of the fiscal year. Dykast said there will not be another meeting before the end of the fiscal year.

MOTION: Silbernagel moved to approve the request as proposed. Braibish seconded the motion and it passed 5-0.

CTP Grant National Championship Tournament Play

Event and Program Coordinator Bruce Edwards shared about tournament local events. Edwards provided a summary of expenditures for the purpose of drawing tourism to Albany.

Burris asked what kind of equipment and services would need to be purchased with CTP funds. Edwards shared about how CTP funding would be spent.

Braibish asked if the City facilities are not compliant with Americans with Disabilities Act (ADA). Edwards said the facilities were built prior to the ADA and are not subject to penalties for non-compliance. Edwards said he has applied for a grant for facilities improvements through WVVA.

Silbernagel asked about the portion of the budget going towards facility improvements. Edwards said they are working to make the facility ADA accessible. Silbernagel said those improvements should come from the System Development Charge. Burris noted that is not part of the request for CTP funds.

Settlemier asked how much of the CTP grant request can be used for future events. Edwards listed some of the items that can be used for future events.

Settlemier asked if the intent is to have national tournaments every year. Edwards said yes and detailed the nature of the events.

Settlemier asked about the economic impact of future events. Discussion followed.

Burriss said they should hear the next item on the agenda before they make a decision to award funds.

CTP Grant Gallery Calapooia Marketing Campaign

Linda Herd and Lori Garcy shared general information about Gallery Calapooia. Garcy shared about achievements the gallery would like to make.

Silbernagel asked about the portion of the grant request for a graphic artist. Herd detailed what services the graphic artist will provide.

Braibish asked about the range of the radio marketing. Herd noted that the range is broad and detailed location.

Dufour noted that a criteria of CTP grant request is to increase hotel stays and tourism to the area. This request does not meet these criteria. Silbernagel said supporting this request creates a precedent to support other businesses. Silbernagel said she would like to see a more coordinated proposal that promotes the community and not just one business.

Burriss said she disagreed; she would consider requests that promote the community and places to visit.

Braibish said the return on investment is not strong enough.

Burriss asked if they should be sent away to come up with a new proposal or grant them the remainder of available funds. Silbernagel said she would not like to grant the remaining funds to Gallery Calapooia because it creates a precedent. Dykast said the funds need to be spent by the end of June 2020. Time is limited in spending the funds. Silbernagel said she would like to fund part of the request.

Settlemier said he is concerned about funding the advertising for a single business and the definition of tourism under the Oregon Revised Statutes. He would like to see a request that is revised and combined with the Albany Downtown Association or Albany Visitors Association.

Burriss asked if they should return with a new proposal for the next fiscal year or if some portion of the request should be awarded today.

The committee said they are not interested in funding the package as proposed. The committee listed items of the request they would be willing to fund (see agenda file).

MOTION: Braibish moved to grant CTP funding for Gallery Calapooia as amended.

Settlemier amended the motion with a stipulation to promote First Friday in Mom Magazine.

VOTE: Silbernagel seconded the motion as amended and it passed 5-0.

MOTION: Dufour moved to grant the request for national championship tournament play as proposed. Braibish seconded the motion and it passed 5-0.

MOTION: Silbernagel moved to encourage the City to fund facility updates using SDC's. Dufour seconded the motion and it passed 5-0.

Staff updates and issues

Dykast shared the latest 'TLT' report (see agenda file). Dykast updated the committee on taxation of bed and breakfasts and Airbnb's.

Burriss asked Dykast to let the committee know when the information will be presented to council.

#### BUSINESS FROM THE COMMITTEE

Silbernagel noted that she is unavailable for the next meeting date. Braibish apologized for missing the last meeting.

#### NEXT MEETING DATE

Wednesday, September 2, 2020

#### ADJOURNMENT

Hearing no further business, Burriss adjourned the meeting at 5:15p.m.

Submitted by,

Reviewed by,

Allison Grove  
Administrative Assistant I (confidential)

Sophie Dykast  
Economic Development Coordinator