



MINUTES

LODGING TAX ADVISORY MEETING

SEPTEMBER 15, 2021 at 2 pm; held via ZOOM

CALL TO ORDER

Present: Councilmember Cindi Hochstatter (chair), Dean Burke, Jill Starks, staff: Carmen Palmer; Trevor Sutton arrived approximately 2:30 pm. **Absent:** Kim Straight

COMMITTEE BUSINESS

1. Financial Update

Carmen Palmer updated the committee that as of September 9, they had a balance of \$324,808.19. Last year, they allocated \$10,000 to update the Sumner Charm Video. That hasn't happened yet due to COVID, leaving \$314,800.

2. Tourism Projects Update

Carmen Palmer gave an update of recent/ongoing projects including the Ryan House Renovation and Main Street Vision as well as potential Pierce County Lodging Tax dollars allocated to Sumner (pending County Council approval) for Stay in Sumner (\$35,000) and portion of Main Street Vision Design (\$75,000) for alley activation. In addition, the Sumner Council approved \$40,000 of Sumner's ARPA funds as partial funding for wayfinding signs, and there were a few more miscellaneous suggestions. Chair Hochstatter asked for any further ideas, and Jill Starks suggested \$2000 for ongoing maintenance of Light Up Main project. Discussion ensued.

3. Funding Recommendations

The committee voted on each of the following funding items with each passing unanimously for approval. This recommendation, totaling \$308,000, goes to the Council Finance Committee and then to the City Council for consideration and final approval.

- \$13,000 for Stay in Sumner to fulfill PC LTAC application
- \$1,000 Ryan House cost estimate
- \$40,000 balance Wayfinding signs
- \$25,000 Main Street Vision design—Alley Activation
- \$125,000 Ryan House landscaping (est. \$250-500K total)
- \$100,000 Main Street Vision—Heritage Park Design
- \$2,000 - SMSA Itineraries coordinate with Stay in Sumner
- \$2,000 – SMSA annual update on Light Up Main

Meeting adjourned at 2:55 pm