



**TRANSIENT LODGING TAX AD HOC COMMITTEE AGENDA
AUGUST 2, 2017, 4:00 PM
NEWBERG CITY HALL 414 East First Street
Permit Center Conference Room**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF JULY 5, 2017 MINUTES**
- IV. UPDATE ON TLT SMALL GRANT PROGRAM (FY 2016-2017)**
- V. UPDATE ON THE TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM SOLICITATION**
- VI. UPDATE ON THE TLT SMALL GRANT PROGRAM SOLICITATION (FY 2017-2018)**
- VII. MARKETING SUBCOMMITTEE UPDATE**
- VIII. FY 2017-2018 BUDGET**
- IX. TLT MEMBER UPDATES**
- X. TOURISM INFORMATION SESSION**
- XI. NEXT MEETING SEPTEMBER 6, 2017**
- XII. ADJOURNMENT**

ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the Office Assistant II of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than 48 business hours prior to the meeting. To request these arrangements, please contact the Office Assistant II at (503) 544-7788. For TTY services please dial 711.



APPROVAL OF MINUTES

Approval of the June 7, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

MOTION: Kelsh/Louis to approve the Transient Lodging Tax Ad Hoc Committee minutes for June 7, 2017.
Motion carried (7 Yes/0 No).

REVIST OF GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT FOR SMALL GRANT PROGRAM

CDD Rux provided an overview of modifications to the Small Grant Program materials. The template was the Destination Development-Marketing Grant template.

Chair Lewis inquired what the last sentence in the second paragraph under Eligible Applicant meant. CDD Rux indicated that applicants were to not request discounts from lodging operators for their program or event as it would reduce transient lodging tax revenues.

CDD Rux inquired if January 2018 was an acceptable timeline to notify applicants if their grant had been awarded. He reviewed the timeline of solicitation in mid-August, applicant presentations to TLT Ad Hoc Committee in November, TLT Ad Hoc Committee scoring and ranking in December, and City Council award in January 2018. The Committee discussed and by consensus concluded the timeline was acceptable and the solicitation should be for 45 days.

Ex Officio Member Andrews asked about the Small Grant Program Application, Project Narrative #6 and if it should be revised to read “Will it have lasting impact and /or utility?” The Committee agreed that “/ or” should be added to the question.

Ex Officio Member Andrews asked about the Small Grant Program Application, Project Narrative #12 and what Doers and Makers are. Chair Lewis indicated it relates back to the Purpose section of the Guidelines.

Ex Officio Member Andrews asked about the Small Grant Program Application, Project Narrative #14 asking for clarification of shoulder season. The Committee discussed and reworked the question to read “Does your project, program or event enhance tourism from October – May or any Sunday – Thursday Visitation. Explain how.”

Chair Lewis asked that the Cover Page, Application, and Program Reports include the addition of an alternative phone number.

Member Carda noted that with the change to the Small Grant Program Application, Project Narrative #14 it also needs to be changes in the Guidelines under Evaluation Criteria, Criteria # 8 so they read consistent.

MOTION: Carda/Louis to approve the Small Grant Program application materials as noted in the discussion.
Motion carried (7 Yes/0 No).



FY 2017-2018 BUDGET

CDD Rux reviewed the budget sheet in the packet highlighting the funds available for FY 2017-2018. He also noted that there would be additional funds available because all of the funds were not expended for marketing and fundraising in FY 2016-2017 and that there could be an additional \$90,000 to include through a Supplemental Budget. More information will be provided at future meetings.

Member Lattimer inquired if there had been discussion on increasing the transient lodging tax.

Member Carda noted that McMinnville and Dundee are at 10% on their transient lodging tax.

TLT MEMBER UPDATES

Member Louis noted that Travel Oregon has their matching grant program opening.

Member Kelsh commented on the Travel Oregon Wine Country Grants and that the Travel Oregon Small Grants are simple, has to be a new project or expanding a project. The Local Destination marketing Organization and Regional Destination Marketing Organization have to sign off on the grant application.

ADJOURNMENT: Chair Lewis adjourned the meeting at 5:06 p.m.

Approved by the Transient Lodging Tax Ad Hoc Committee this 2nd day of August, 2017.

Dennis Lewis,
TLT Ad Hoc Committee Chair

Doug Rux, Community Development Director

BUDGET TLT CITY AD HOC MODEL

6/27/17

Revenue	FY 16/17		FY 17/18		FY 18/19		FY 19/20		FY 20/21	
Gross Operator Receipts	11,994,410	11,864,684	12,220,625		12,587,244		12,964,861		13,353,807	
	Budget	Dec '16 Projection	Budget		Projection		Projection		Projection	
Beginning Fund Balance	207,113	148,896	250,000		2,020		2,020		2,020	
Tax Revenue -Restricted for Tourism	359,617	355,727	366,399		377,390		388,712		400,373	
Tax Revenue City Services	665,905	658,703	678,465		698,819		719,784		741,377	
Interest Revenue-Restricted for Tourism	897	897	896		897		897		897	
Interest Revenue- City Services	1,667	1,667	1,667		1,667		1,667		1,667	
Estimated Additional Funds										
Total	1,235,199	1,165,890	1,297,427		1,080,793		1,113,080		1,146,334	

Expenses										
Transfers out General Fund	665,905	660,370	680,132		700,486		721,451		743,044	
Visitor Center Contract	137,548	137,548	139,866		145,924		150,302		154,811	
Unallocated Tourism Activity	431,746	367,972	475,409		232,363		239,307		246,459	
Consultant		5,000								
Staff - Meetings, Travel, Networking		2,000	2,000		2,000		2,000		2,000	
Tourism Marketing		80,972	13,000		13,000		13,000		13,000	
Fundraising		10,000	9,787		10,000		10,000		10,000	
Subtotal		97,972	24,787		25,000		25,000		25,000	
Tourist Related Facilities (Large Grant)	313,774		430,622		187,363		194,307		201,459	
Small Grant Program (pilot program)	20,000	20,000	20,000		20,000		20,000		20,000	
Total	1,235,199	915,890	1,295,407		1,078,773		1,111,060		1,144,314	
Ending Balance Restricted for Tourism		250,000	2,020		2,020		2,020		2,020	

* The \$250,000 for the Tourist Related Facilities (Large Grant) originally budgeted will not be expended by June 2016 and becomes the Beginning Fund Balance for FY 17/18

Estimated Additional FY 2017-18 revenue not expended in FY 2016-17

- \$97,672