

**WHATCOM COUNTY**  
**LODGING TAX ADVISORY COMMITTEE**  
**Thursday, May 11, 2017**  
**311 Grand Avenue, Suite 108, Bellingham, WA 98225**  
10:00 – 11:00

Meeting minutes

**LTAC Members:** Jack Louws, Chair  
Drew Schmidt Alex Nephew  
Guy Occhiogrosso Randi Axelsson  
Sandra Ward (*to be confirmed*) Vacant

**Staff Present:** Tawni Helms

**Welcome/Introductions:**

Executive Louws welcomed the members and thanked them for attending. The agenda was reviewed and the first order of business was to confirm the recommendation of a new committee member. Sandra Ward was formally recommended for County Council approval to represent the vacant position of tax recipient on the Whatcom County Lodging Tax Advisory Board. The Committee unanimously approved that recommendation. Confirmation of her appointment will go to the County Council on May 30, 2017. (Sandra was confirmed at the 5/30/17 county council meeting).

**Proposed Funding Application:**

The 2017 funding request from Bellingham Whatcom County Tourism was reviewed. The proposed funding request was for a wayfinding project that followed up on the recommendation of the Roger Brooks study. The importance of clear and direct signage throughout the county was emphasized in the study.

Ms. Ward provided some detail on the project including the proposal to enlist the expertise of a consultant to help facilitate the countywide project. Both the County and City LTAC are contributing \$50k to the project.

The Chair took a vote on the funding proposal and it passed unanimously.

The majority of the funding will tap the contingency amount budgeted for 2017 which was to be used for mid-year project proposals. A budget supplemental for the remainder will go to Council.

**Committee Vacancies:**

Discussion took place regarding the two committee vacancies. Suggestions were shared regarding filling the positions. There are several tax collectors but the information is not publicly available. The

challenge is to find eligible tax collectors from the county. The committee agreed to query potential candidates and to help provide recommendations. The committee vacancies have also been published on the County website.

**2018 Funding Applications:**

Ms. Helms reported that applications would be going out this summer and year end reporting was due in January.

Meeting adjourned at 11:00