

Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online) (Thursday, November 6, 2025)

Generated by Maryelizabeth Garcia on Monday, October 27, 2025

1. Opening Items

Procedural: 1.01 Call To Order

Chair Boyle called the meeting to order at 3:35 PM.

Information: 1.02 Roll Call

Present:

LTAC Members

Position #1 - Monica Boyle, Chair

Position #2 - Steve Owens

Position #3 - Groover Snell

Position #4 - Anne Marie Bauman

Position #5 - Michael Laizure

Position #6 - Loren Peterson

Maryelizabeth E. Garcia, City Clerk

Brian Carleton, Finance Director

Staff

Also Present:

Absent:

Procedural: 1.03 Public Comment - None.

2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for November 6, 2025

Action (Consent), Minutes: 2.02 Approve Minutes from August 7, 2025

Action (Consent): 2.03 Retroactively excusing the Absence of Commission Member Laizure from the August 7, 2025 Meeting

Action (Consent): 2.04 Approve Consent Agenda - Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure, provide for a consent agenda listing several items for approval of the Lodging Tax Advisory Commission by a single motion. Most of the items listed under the consent agenda have gone through previous review either at a workshop, or by subcommittee review and recommendation. Documentation concerning these items has been provided to all Lodging Tax Advisory Commission members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any Lodging Tax Advisory Commission member.

Commission Member Owens made a motion to approve the consent agenda. Second by Commission Member Bauman and the motion passed 6-0.

3. Reports

Discussion, Information: 3.01 2025 Walla Walla Movie Crush Report

Discussion, Information: 3.02 2025 Power House Theatre Report

Discussion, Information: 3.03 2025 Visit Walla Walla Report

Discussion, Information: 3.04 2025 Little Theatre of Walla Walla Report

Discussion, Information: 3.04 2025 College Place Freedom Festival Report

Discussion, Information: 3.05 Updated 2026 Application Documents - Ms. Garcia

Clerk Garcia presented to the Commission the updated application materials with the Commission's requested changes to include: removing all language requiring an oral presentation and instead encouraging an optional oral presentation; removing the reporting requirement deadline in September; adding in the award contract "If a funded agency would like to give a presentation to City Council, please make arrangements with the Clerk;" adding to Application Question #6 "If yes, describe the collaboration with local organizations or businesses;" and removing the redundant information from the Reporting Requirements paragraph on page six of the Application.

Discussion, Information: 3.06 Request for Proposals Report

Clerk Garcia reviewed the process of distributing materials for the 2026 grant cycle.

Information: 3.07 Lodging Tax Funds Report

Clerk Garcia presented the Lodging Tax Funds Report.

***Added Discussion, Information Item: 3.08 Amending Reserve Contingency from 20% to 15%**

Chair Boyle asked the Commission consider amending the reserve amount that is kept in the account, which is currently at 20%. Chair Boyle explained that reserves are kept in the event that long-term projects are funded over the course of several years, and revenue predictions come in significantly lower than anticipated. Chair Boyle reported that surrounding cities' reserves are kept at 15% and suggested the Commission consider doing the same. It was decided that this discussion item would be added for consideration and action to the current agenda during Action Items.

Discussion ensued.

***Added Discussion, Information Item: 3.09 Allotting a percentage of College Place LTAC funds to be distributed to non-College Place organizations**

Chair Boyle asked the Commission consider determining and formally adopting a percentage of annual College Place LTAC funds to be distributed to eligible organizations in neighboring cities. The reason for this is due to the lack of College Place-based eligible organizations, and in the spirit of supporting regional tourism which in turn supports College Place businesses and generates LTAC for the City. It was decided that this discussion item would be added for consideration and possibly action to the current agenda during Action Items.

Discussion ensued.

4. Grant Applications

Discussion, Information: 4.01 City of College Place Freedom Festival Application

The Commission reviewed the City of College Place Freedom Festival application.

Discussion ensued.

Discussion, Information: 4.02 City of College Place Event Marketing Application

The Commission reviewed the City of College Place Event Marketing application.

Discussion ensued.

Discussion, Information: 4.03 Fort Walla Walla Museum Application

The Commission reviewed the Fort Walla Walla Museum General Operating Support application.

Discussion ensued.

Discussion, Information: 4.04 Power House Theatre Application

The Commission reviewed the Power House Theatre General Operating Support application.

Discussion ensued.

Discussion, Information: 4.05 Visit Walla Walla Application

The Commission reviewed the Visit Walla Walla application.

Discussion ensued.

Discussion, Information: 4.06 Downtown College Place Association Application

The Commission reviewed the Downtown College Place Association application.

Discussion ensued.

Discussion, Information: 4.07 City of College Place 2026 Fall Festival Application

The Commission reviewed the City of College Place 2026 Fall Festival Application.

Discussion ensued.

Information: 4.08 2026 Walla Walla Movie Crush Application

The Commission reviewed the Walla Walla Movie Crush application.

Discussion ensued.

5. Action Items

Action: 5.01 Amending Reserve Contingency from 20% to 15%

The Commission deliberated and agreed that lowering the contingency is both common regionally and in the best interest of the community.

Discussion ensued.

Commission Member Bauman made a motion to amend the LTAC Reserve percentage from 20% to 15%. Second by Commission Member Peterson and the motion passed 6-0.

Action: 5.02 FY 2026 Funding Recommendations to City Council

The Commission discussed the funding recommendations at length.

Commission Member Owens made a motion to recommend funding as follows: City of College Place Freedom Festival funded at \$18,000; City of College Place Event Marketing funded at \$9,000, Fort Walla Walla Museum funded at \$7,000, Power House Theatre funded at \$15,500; Visit Walla Walla funded at \$15,000; Downtown College Place Association funded at \$16,100; and Walla Walla Movie Crush funded at \$1,000. The grand total of grant funds dispersed was \$81,600. Second by Commission Member Owens and the motion passed 6-0.

Action: 5.03 Allotting a percentage of College Place LTAC funds to be distributed to non-College Place organizations

The Commission revisited the prior discussion and determined not to take action on this item at this time.

6. Closing Items

Procedural: 6.01 Conclude - Motion to conclude the meeting.

Commission Member Peterson made a motion to conclude the meeting at 4:51 PM. Second by Commission Member Bauman, and with no objection, the meeting concluded.

Approved:

Monica Boyle - Commission Chair

Attest:

Maryelizabeth E. Garcia - City Clerk

The foregoing minutes are the official record of the Lodging Tax Advisory Commission meeting that occurred November 6, 2025. Further detail may be obtained by reviewing the actual audio recording made during this session.