

**City of Wenatchee  
Tourism Promotion Area Board  
Regular Meeting  
Coast Hotel**

**Wednesday, April 20, 2022  
Noon**

**Agenda**

***“We are here to guide the promotion, marketing and development of this unique community as a destination by distributing resources in a sustainable manner.”***

1. Introductions
2. Approval of Minutes from 3/16/2022
3. Review of Financials (overview of hotel-motel tax receipts, STR reports, TPA ytd budget)
4. TPA Officers Election
5. Public Comment
6. Adjourn

**City of Wenatchee  
Tourism Promotion Area Board  
Coast Hotel**

**DRAFT**

**MINUTES  
Wednesday, March 16, 2022  
Noon**

***“We are here to guide the promotion, marketing and development of this unique community as a destination by distributing resources in a sustainable manner.”***

TPA Present: Freyda Stephens, Mike Poirier, Top Rojanasthien, Linda Haglund

Guests Present: Char Mayo, Cody Beason

Staff Present: Laura Merrill, Brad Posenjak, Jerri Barkley

1. Introductions – Meeting Opening. The meeting was called to order just after noon.

2. Agenda:

- Approval of February 16, 2022 Joint Meeting Minutes

*Motion by Mike Poirier to approve the February 16, 2022, meeting minutes. Linda Haglund seconded the motion. Motion carried.*

- Review of TPA Financials. Brad Posenjak led the review of the TPA financials. 2021 actual revenues are more than budgeted for 2022 mostly due to the TPA rate change from \$1 to \$2. If no rate change had occurred, 2021 TPA fees would have been up 5.8% over 2019, while positive, it should be considered that the number of available rooms probably increased more than 5.8% over 2019. The TPA reserves will grow by another \$140k+ in 2022.

*Motion by Linda Haglund to approve the financials. Top Rojanasthien seconded the motion. Motion carried.*

- TPA Expired Appointments. Cody Beason from the Hilton Hotel has applied to be on the TPA Board, Char Mayo’s appointment expired in 2021 and she has submitted a new application.

*Motion by Linda Haglund to approve Cody Beason and Char Mayo’s application for TPA. Mike Poirier seconded the motion. Motion carried.*

- Review of Strategic Plan: Laura Merrill reviewed the process to create the latest Strategic Plan and Jerri Barkley reviewed short term goals and provided the following updates on implementation:
  - Steve Wilkinson has been offered and accepted WVCC Executive Director position and will begin in early April.

- Chelan County will be co-housed at the WVCC offices, opportunities for partnerships in tourism efforts.
- New Visit Wenatchee website was launched this month
- Visit Wenatchee will support sustainable travel/tourism as part of OVOF's action plan
- Visit Wenatchee working on Canadian marketing effort.

### 3. Discussion

- Cody Beason noted that the Hilton Hotel will update their policies to be pet friendly, ordered and installed additional pet waste stations. Discussions encouraged incorporating pet friendly activities and accommodations as over 50% of travelers travel with multiple pets.
- Group discussed an increase of in-person meetings, still some cancelations on events/booking but overall positive trends.

### 4. Adjourn. With no further business the meeting was adjourned at 1:15 p.m.

**CITY OF WENATCHEE, WA**  
**Tourism Promotion Area**  
**Actual Received - 10 Years**

**\$2 per room per night - Ord. 2020-29 (Effective 4/1/21)**

Month Collected	Month Received	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2022/2021 Difference	
January	March	30,438	17,766	16,280	15,234	13,930	13,539	12,871	11,825	11,690	12,030	12,672	71.3%
February	April		15,661	10,540	14,179	12,439	14,406	13,145	11,911	12,633	12,232		
March	May		19,523	10,173	17,745	18,434	20,922	15,888	16,471	16,248	15,979		
April	June		37,902	9,011	19,732	17,922	19,428	17,155	15,636	18,431	16,198		
May	July		43,012	10,289	23,607	23,298	21,498	18,181	19,499	20,227	18,255		
June	August		51,124	15,425	26,639	21,321	22,444	23,182	20,676	22,401	19,911		
July	September		55,591	20,440	27,237	24,879	24,917	24,397	20,873	22,171	21,652		
August	October		68,062	22,139	26,337	26,794	24,571	23,928	21,179	22,652	22,483		
September	November		48,212	18,839	21,944	21,263	21,418	23,078	19,541	19,067	19,552		
October	December		40,567	19,013	21,702	22,746	19,636	20,001	17,454	18,570	18,155		
November	January		37,175	13,824	16,315	15,132	13,675	13,532	12,405	11,068	10,921		
December	February		46,544	19,433	21,743	19,336	19,924	17,922	16,228	14,368	15,998		
<b>Total Collections</b>		<b>30,438</b>	<b>481,140</b>	<b>185,406</b>	<b>252,414</b>	<b>237,494</b>	<b>236,378</b>	<b>223,280</b>	<b>203,698</b>	<b>209,526</b>	<b>203,366</b>	<b>12,672</b>	<b>71.3%</b>
Budget		450,000	375,000	250,000	250,000	235,780	235,780	222,000	200,000	200,000	199,808		
Change in YTD revenues		71.3%	159.5%	-26.5%	6.3%	0.5%	5.9%	9.6%	-2.8%	3.0%	7.5%		
% of budget collected		6.8%	128.3%	74.2%	101.0%	100.7%	100.3%	100.6%	101.8%	104.8%	101.8%		

## Tourism Promotion Area

### 2022 Revenues and Expenses

As of 4/15/2022

	2021 Actual	2022 Budget	2022 Actual
<b>Revenues</b>			
Tourism Promotion Area fee	481,140	450,000	30,438
Interest/Miscellaneous	1,040	450	18
<b>Total Revenues</b>	<b>482,179</b>	<b>450,450</b>	<b>30,455</b>
<b>Expenses</b>			
Marketing Oversight (Chamber)	11,250	11,250	-
Agency Contract Work (ad agency)	17,500	25,000	-
<b>Advertising Support</b>			
Business plan advertising	221,860	250,000	-
Media opportunity buys	2,495	10,000	-
Convention Center Support	-	4,000	-
Strategic Plan	2,000	-	-
<b>Community Event Fund Support</b>			
WDA Revitalization WA	-	2,000	-
TREAD	5,000	4,000	-
Upgrade area videos	-	3,000	-
Assist Chamber with 4th July Event	175	15,000	-
Unallocated - potential new events	8,050	54,813	-
Chamber Destination Marketing	-	61,437	-
Travel Writers	4,276	8,000	-
Downtown Lights for Visitors	1,000	1,500	-
<b>Total Expenses</b>	<b>273,606</b>	<b>450,000</b>	<b>-</b>
Revenues greater (less) than expenses	208,573	450	30,455
Beginning Fund Balance	140,668	349,241	349,241
Estimated Ending Fund Balance	349,241	349,691	379,697

Contribution to Chamber of Commerce Budget: 360,687