## REDMOND CITY COUNCIL JOINT MEETING WITH THE LODGING TAX ADVISORY COMMITTEE (LTAC) AND STUDY SESSION

June 28, 2011

**Mayor** 

John Marchione

**Members of the Council** 

Richard Cole, Council President Pat Vache, Council Vice-president

Kim Allen David Carson Hank Margeson Hank Myers John Stilin

Members of LTAC

Dan Angellar Chris Falco

Christina Henning (not in attendance)

Miguel Llanos
Dave Norwood
Scott Scheriff

**Staff** 

Mike Bailey, Finance and Information Services Director Rob Odle, Planning and Community Development

Director

Malisa Files, Deputy Finance Director Ron Grant, Deputy Public Works Director

Karen Nolz, Planning Business Operations Manager Lori Peckol, Planning Policy and Comp. Plan Manager

Kim Bacchus, Human Resources Generalist

Rebecca Borker, Maintenance Operations Supervisor

Pete Sullivan, Senior Planner

Kelley Cochran, Management Analyst, Public Works

Elizabeth Adkisson, Deputy City Clerk

## JOINT MEETING WITH THE LODGING TAX ADVISORY COMMITTEE SUMMARY

Convened: 7:30 p.m. Adjourned: 8:56 p.m.

Council President Richard Cole opened the session and overviewed the agenda for the evening. He noted that this is the first meeting of both bodies since the creation of the Lodging Tax Advisory Committee (LTAC) 13 years prior and Chris Falco is a Charter Member of the Committee.

Councilmember David Carson, Committee Chair/Council Representative, overviewed:

- purpose of meeting:
  - meet City Council members;
  - present Strategic Plan developed in 2010 retreat;
  - City Council/LTAC partnership going forward;
- background information;
  - in operation since 1998;
  - originally five members, now seven;
  - Mr. Falco is an original members of the committee;
- Lodging Tax Advisory Committee Members:
  - David Carson, Committee Chair/Council Representative;

- Chris Falco, Falco-sult, Business Representative;
- Christina Henning, Senior Marketing Manager, Redmond Town Center;
- Dan Angellar, General Manager, Redmond Marriot Town Center;
- Dave Norwood, General Manager, Redmond Inn;
- Miguel Llanos, Redmond Historical Society, Heritage and Landmarks Commission;
- Scott Scherrif, General Manager, Redmond Hotel Sierra.

Council and committee member introductions ensued.

Committee members Falco, Angellar, Norwood, Llanos, and Scherrif presented the following information:

- Strategic Plan;
  - mission: advise Council on Tourism Fund Program from a strategic perspective and identify the optimal allocation of tax dollars to maximize a return on investment;
  - objective: recommend/grow matching grant funding to organizations that promote tourism in Redmond and manage tourism marketing efforts;
  - recreation events: national soccer tournament, bicycle criterion, golf tournaments (2010 US Senior Open and other – future), professional beach volleyball tournament (future);
  - cultural events: Redmond Lights, Derby Days, Digital Arts Festival, Eastern Indian Festival (Ananda Mela), art walk (future);
  - entertainment events: Cirque de Soleil (biennial), beer and wine event (future);
  - measures of success;
  - event evaluation criteria;
  - short-term actions steps;
  - long-term action steps; and
  - dreams of success (five years);
- Budget Summary:
  - source of funding: lodging tax (1 percent) warehouse;
    - o \$337,388 per year (2011-2012);
  - 2011 Budget;
    - o administration \$5,749;
    - o tourism marketing \$168,694;
    - o privately-sponsored grants \$31,365; and
    - o City-sponsored grants: arts programs \$65,790, special events \$65,790;
  - 2012 Budget (same as 2011);
- Grant Funding Program:
  - Privately-sponsored events, 2011:
    - o Ananda Mela \$5,000;
    - o Eastside Chamber Music festival \$2,000;
    - o Marymoor Grand Prix \$3,000;
    - o Nike Crossfire Challenge \$10,000;
    - o SecondStory repertory \$5,000; and
    - o Triple Crown Memorial Day Weekend \$5,000;
  - City-sponsored events: Derby Days, Redmond Lights, 2012 Centennial;
  - City-sponsored arts programs: Digital Arts Festival, Arts in the Parks, public arts exhibitions:

- Marketing Program Bullseye Creative;
  - goals and campaign direction:
    - o upgrade website marketing tools;
    - o promote social media relationships
    - o coordinate digital and print media;
    - o execute marketing, public relations, and media strategies; and
    - o promotion of events, activities, attractions, and local community;
  - website:
  - media;
  - promotions;
  - public relations; and
  - moving forward:
    - o refining and enhancing brand and sales tools;
    - o develop new video content;
    - o develop new integrated 2D Tag Campaign, leading in to the 2012 centennial celebration; and
    - o continue to maintain campaign creative and build the "voice" of Redmond;
- Next Steps:
  - LTAC annual review;
  - leverage tourism opportunities; and
  - coordinated response: tourism@redmond.gov.

General discussion ensued throughout the presentation regarding objectives of strategic plan; current, future, and multi-day events; closing of the Washington State Tourism Office; and LTAC/Bullseye Creative marketing strategies.

## STUDY SESSION SUMMARY

Convened: 9:01 p.m. Adjourned: 10:15 p.m.

Councilmember Margeson opened the study session and overviewed the agenda for the evening.

Mr. Mike Bailey, Finance and Information Services Director, and Ms. Malisa files, Deputy Finance Director, presented information on the Mid-Year Budgeting by Priorities Assessment:

- Mid-Year Financial Review;
  - difficult economic times results in greater scrutiny;
  - from 2009-10 biennium "5 point plan";
  - "5 point plan" continues;
  - 2011-12 biennium;
  - review of general fund cash flow, revenues, and expenditures; and Water Sewer Operating Fund issue: revenues and expenditures; and
  - concluding comments;
- Performance Leadership Team;
  - formed June 2011: and
  - tasks:
    - o develop Redmond's dashboard;

- o assess dashboard and community indicators for similarities and possible consolidation; and
- o design framework of how to collect, report, and apply data;
- Performance Measures;
  - last update July 2010;
  - a work in progress;
  - some measures have been deleted;
    - o data unavailable; and
    - o measure was not meaningful;
  - new measures added as part of the last BP process;
  - performance measure rating (performance trends, influence);
    - o Business Community;
    - o Clean & Green;
    - o Community Building;
    - o Infrastructure & Growth;
    - o Responsible Government; and
    - o Safety;
  - performance measure next steps:
    - o Performance Leadership team meeting once a month or more;
    - o training for employees will be scheduled later this year in anticipation of the new BP process; and
    - o Council updates as Dashboard begins to take shape;
- Updates on 10-Year BP Plan; and
  - Long-Range Financial Strategy (Councilmember Margeson);;
  - Capital Investment Strategy (Ms. Lori Peckol, Planning Policy and Comp. Plan Manager);
  - Best Practices in Service Delivery (Mr. Bailey);
  - Customer Service Initiative Update (Ms. Kim Bacchus, Human Resources Generalist, and Ms. Rebecca Borker, Maintenance Operations Supervisor); and
  - Process Improvement Teams (Ms. Bacchus);
- Potential Improvements to BP Framework;
  - priorities;
    - o Do we continue to use the existing six priorities? How does this connect to feedback from the citizen survey?
  - results team work;
    - o Do we involve the RT participants earlier and allow them to get started on preliminary efforts?
    - o Should we leverage some of the effort from the prior two BP efforts and not ask the 13/14 RT to repeat?
  - citizen involvement; and
    - o How do we enhance citizen involvement in our BP program?
  - offer improvements;
    - o Customer service how do we specifically address customer service in 13/14?
    - o Performance measures how to connect performance measurements in offers to dashboard?
    - o Scalability what changes do we want to make for 13/14?
    - o Do we manage the size of on-going offers consistently?

General discussion ensued throughout the presentation regarding normalization of budget numbers, continuation of fiscally responsible budgeting, performance measurements, measuring one-time programs/projects versus continuing programs/projects, Fire offers performance measures, process improvement teams and projects, and recruitment of more citizens/input for budget process.

## **Council Talk Time**

Councilmember Cole updated the Council on the Suburban Cities Board activities.

Councilmembers discussed preferred participation in the Derby Days parade; and planned council booth activities and attendance.

Councilmembers discussed King County redistricting options presented by the King County Districting Committee - four options have been presented; and sending a letter of support for a preferred option.