AGENDA
LODGING TAX ADVISORY COMMITTEE

DATE: July 27, 2026

TIME: 4:30 pm – 5:30 pm

PLACE: This meeting will be conducted in person at City Hall in the 1st Floor Conference Room, Suite 111. Any member of the public wishing to speak at the meeting and is unable to attend in person should contact the city clerk's office, cityclerk.info@cityofbg.org.

LTAC: Aimee Vaile, Chair, Battle Ground City Council
Alkesh Patel, Collector
Trent Niarkos, Collector
Jessica Cole, Generator
John Idsinga, Generator

AGENDA ITEMS:

1. Review and approval of minutes for September 8, 2025
2. Review of accounts payable end of 2025 and 2026 thus far:
   2025
   - Harvest Days $39,843
   - Best Western $402.16
   - Evoke Cascadia $2,500

   2026
   - Best Western $9,047
   - Southwest Washington Winery Association $10,000
3. Cash Balance - $302,910
4. Old Business
   - None
5. New Business
   - Review of allowable uses of lodging tax under state law
     i. Tourism marketing
     ii. Marketing and operations of special events and festivals designed to attract tourists
     iii. Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district, including repayment of general obligation bonds or revenue bonds for eligible capital projects
     iv. Operations of tourism-related facilities owned or operated by nonprofit organizations (but not capital expenditures)
        1. "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
        2. "Tourism promotion" means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise

distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

v. The entities that may apply for lodging tax are:
    1. Convention and visitors bureaus
    2. Destination marketing organizations
    3. Nonprofits, including main street organizations, lodging associations, or chambers of commerce
    4. Municipalities

- Proposed lodging tax application scoring system

6. Next Committee Meeting: September 14, 2026

- This institution is an equal opportunity provider and employer.
- Información será traducida al español a petición de *cityclerk.info@cityofbg.org*.
- Информация имеется на русском языке по запросу на *cityclerk.info@cityofbg.org*.
- **如需相关信息的中文版本**，请来函索取：*cityclerk.info@cityofbg.org*
- Za informacije na bosanskom jeziku obratite se na adresu *cityclerk.info@cityofbg.org*
- Ang impormasyon ay makukuha sa Tagalog sa pamamagitan ng kahilingan sa *cityclerk.info@cityofbg.org*
- Gửi yêu cầu nhận thông tin sẵn có bằng tiếng Việt đến *cityclerk.info@cityofbg.org*

MINUTES
LODGING TAX ADVISORY COMMITTEE

DATE: September 8, 2025

TIME: 4:30 pm – 5:30 pm called to order at 4:30pm

PLACE: This meeting will be conducted in person at City Hall in the 1st Floor Conference Room. Any member of the public wishing to speak at the meeting and is unable to attend in person should contact the city clerk's office, cityclerk.info@cityofbg.org.

LTAC: Cherish DesRochers, Chair, Battle Ground City Council (present)
Shane Bowman, Battle Ground Festivals (present via zoom)
Al Patel, Best Western (present)
Mar Meyerhoefer, Airbnb (present via zoom)
Elba Benzler, Get Bold Events (present via zoom)

AGENDA ITEMS:

1. Review and approval of minutes for September 9, 2024 Al Patel made a motion to approve the minutes as presented, Cherish DesRochers seconded, minutes passed unanimously.
2. Review of accounts payable end of 2024 and 2025 thus far: Finance Director Meagan Lowery went over Accounts Payable items from the end of 2024 and thus far in 2025
   2024
   - Harvest Days $64,095.76
   - Ladybug Bazaar $2,000
   - Best Western $2,931.70

   2025
   - Best Western $10,644.84
   - Southwest Washington Winery Association $5,000
3. Cash Balance - $283,552 Finance Director Meagan Lowery gave the cash balance to the Committee
4. Old Business
   - None
5. New Business
   - Applications for 2026 lodging activities review and approval Each application was presented by Finance Director Meagan Lowery separately, the Committee first went through and discussed each application, and then the Committee went back through each application and voted individually on each application as follows:
     i. General Federation of Women's Clubs for the Ladybug Bazaar, Elba Benzler made a motion to approve for the requested $2,000, Mar Meyerhoefer seconded and passed unanimously.
     ii. Best Western Plus for their Highway Sign Renewal, Al Patel recused himself from the conversation and vote. Elba made a motion to approve for the requested $1,047, Cherish DesRochers seconded, passed unanimously.

iii. Best Western Plus for their Milestone marketing, Al Patel recused himself from the conversation and vote. Shane Bowman made a motion to approve award of $5,000, Elba Benzler seconded, passed unanimously.
iv. Best Western Plus for their Plan B marketing, Al Patel recused himself from the conversation and vote. Elba Benzler made a motion to approve award of $5,000, Shane Bowman seconded, passed unanimously.
v. Southwest Washington Winery Association for their Savor event, Mar Meyerhoefer recused herself from the conversation and vote. Shane made a motion to approve for the requested amount of $10,000, Elba Benzler seconded, passed unanimously.
vi. Battle Ground Festival Association for Harvest Days. Shane Bowman recused himself from the conversation and vote. Elba made a motion to approve for an award of $50,000, Al Patel seconded, Elba Benzler and Al Patel voted yes, Cherish DesRochers and Mar Meyerhoefer voted no. Cherish DesRochers then made a motion to approve for the requested amount of $66,725, Mar Meyerhoefer seconded, Cherish DesRochers and Mar Meyerhoefer voted yes, Al Patel and Elba Benzler voted no. Since both motions were in support of the event, the City Council will make the determination on the funding award when approving the applications for funding.
vii. Battle Ground Festival Association for Autumn Days, Shane Bowman recused himself from the conversation and vote. Mar Meyerhoefer made a motion to approve the requested amount of $25,000, Cherish DesRochers seconded, passed unanimously.
viii. Prevent Together: Battle Ground Prevention Alliance for a We love Battle Ground: A Community Guide to What Locals Love Most. Failed due to lack of motion.
ix. Evoke Cascadia for the Battle Ground Pride celebration. Elba Benzler made a motion to approve $2,700 for their venue rental, Shane Bowman seconded, passed unanimously.
x. Evoke Cascadia for the Battle Ground Pride Film Festival. Elba Benzler made a motion to approve for $1,500 for their advertising, Shane Bowman seconded, passed unanimously.

6. Next Committee Meeting: September 14, 2026 4:30pm

Meeting Adjourned at 6:00pm

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CITY OF BATTLE GROUND
LODGING TAX FUND

REVENUE 108-0000-313-31-00 (CASH BASIS)

	2022	2023	2024	2025	2026
Jan	6,975	5,846	5,355	1,143	8,472
Feb	6,906	5,014	5,760	5,179	5,688
March	6,377	5,471	5,239	6,058	5,440
Apr	6,837	5,581	6,177	1,005	5,183
May	8,476	5,763	6,424	5,453	6,979
Jun	9,887	5,230	6,988	1,597	6,276
Jul	10,363	6,680	7,338	7,369	
Aug	11,680	7,253	9,380	9,321	
Sep	9,270	8,936	10,190	11,082	
Oct	8,542	9,448	2,631	12,048	
Nov	6,775	6,734	7,415	9,129	
Dec	7,808	6,549	14,877	1,260	
Sub-Total	**99,896**	**78,506**	**87,775**	**70,643**	**38,038**
Interest	3,590	12,290	13,303	11,558	5,278
Total	**103,485**	**90,796**	**101,078**	**82,201**	**43,316**
Budget	52,959	68,018	68,728	70,000	70,700

Actual Expenditures	**2022**	**2023**	**2024**	**2025**	**2026**
Best Western - Advertising					
Plan B advertising	$ 29,595	$ 20,400	$ 10,000	$ 5,000	$ 3,000
Milestone	$ 10,098	$ 13,356	$ 10,000	$ 5,000	$ 5,000
Pamplin Media Group - Holiday Events Guide	$ 13,979				
WSDOT Motorist Signs	$ 1,047	$ 1,047	$ 1,047	$ 1,047	$ 1,047
Koin 6 News campaign	$ 4,680	$ 15,225			
Subtotal	$ 59,398	$ 50,028	$ 21,047	$ 11,047	$ 9,047
Whisper Community					
Resolution Run	$ 2,500				
General Federation of Women Club					
Ladybug Bazaar - Advertising	$ 671	$ 1,045	$ 2,000	$ 633	
Battle Ground Art Alliance					
Battle Ground Festival Association	$ 44,473	$ 52,279	$ 64,096	$ 30,870	
Pig Jam	$ 7,000				
Clark County Historical Society Walking Tour		$ 1,000			
Southwest washington Winery Association			$ 5,000	$ 5,000	$ 10,000
Evoke Cascadia Battle Ground Pride				$ 2,500	
Transfer to interal funds (Harvest Days)		$ 7,721		$ 8,973	
Total	**$ 114,042**	**$ 112,073**	**$ 92,143**	**$ 56,522**	**$ 19,047**
Budget	**$ 120,345**	**$ 120,345**	**$ 93,606**	**$ 106,105**	**$ 118,972**

Cash Balance	$ 278,313	$ 299,941	$ 319,551	$ 309,512	**$ 302,910**

Draft-Proposed

Battle Ground Lodging Tax Scoring Criteria

The Lodging & Tourism Advisory Committee **may recommend funding in full or in part** based on adherence to the criteria, fund availability and competitiveness of the application process. Applications are evaluated on the following criteria:

1. Attendance, Tourism and Overnight Stay in Battle Ground (25 points)
    - Ability of project to attract visitors to Battle Ground and nearby cities
    - Ability of project to increase transient room tax revenues from overnight visitor stays

2. Impact of the Project/Event in City (20 points)
    - Ability of event to encourage repeat or future visits, or encourage visitors to extend their stay
    - Direct or indirect impact on local economy
    - Event includes measurable and credible indicators and objectives

3. Support by Community + Public Involvement (15 points)
    - What is the percentage of matching resources and in-kind support?
    - Is there evidence of endorsement by community groups or local hotel/motels?

4. Reach for External Engagement (15 points)
    - Is there a plan for advertising, publicizing, or otherwise distributing information regarding the event or project?
    - Will the project effectively reach an audience that expands tourism to the area?

5. Applicant's Ability to Facilitate Event Success (10 points)
    - Is the plan and budget realistic?
    - Does the event/project propose an efficient, economical use of the City's funds?
    - Has the applicant identified metrics to indicate success?
    - Does the applicant have the support of cooperative partners?
    - Are there any previously demonstrated management and administrative successes?

6. Degree of Match (15 points)
    - Is the financial need reflected in a realistic budget?
    - What is the percentage of matching resources? Degree of match (as demonstrated through other sources of cash, donations and in-kind contributions of materials, staff and volunteer time) is one measure of a project's potential success.

<u>Final award recommendations are as follows:</u>
Scores 90-100 will be awarded up to 100% of their funding.
Scores 70-89 will be awarded up to 75% of their funding.
Scores 50-69 will be awarded up to 50% of their funding.