

CLE ELUM LODGING TAX & EVENTS COMMITTEE

MINUTES

NOVEMBER 12, 2024

8:30 AM

119 W FIRST STREET

CLE ELUM, WA 98922

1. Call to Order/Pledge of Allegiance

Steven Cook - present

Steven Harper - present

Audrey Malek - present

Matthew Lundh - Mayor

Debbie Lee - Clerk

Audrey Casassa - Utility Clerk

Rich Albo - Police Chief

2. Unfinished Business

- a. Update Event Application - verbiage, noise ordinance, etc.

The potential code example that was submitted in the packet is for information at this time.
The Committee will work on this at a later date.

Points of discussion:

- The Committee discussed getting approval or comments from neighboring businesses near the event. In some instances, this might be beneficial.
- Due diligence to make neighbors aware of an upcoming event for street closures, they discussed a time frame of 60 days for notification.
- Guidelines are needed, not restrictions on neighboring businesses.
- The Committee would like Chief Mills to email them a template of the Life Fire & Safety Application so they can make it a fillable Word document.
- The amount of insurance that is required for events was discussed.

3. New Business

- a. Approve October 14, 2024, Lodging Tax & Events Committee Meeting Minutes

MOTION: Committee Member Harper made a motion to approve the October 14, 2024, Lodging Tax & Events Committee Meeting Minutes; seconded by Committee Member Malek.

MOTION CARRIED: 3 yes 0 no.

Lodging Tax & Events Committee Agenda November 12, 2024

119 W FIRST STREET
CLE ELUM, WA 98922

b. 2024 Jingle Bell Dash Event Application

Michaela Allen explained that this event is a one-mile walk/run downtown with a block party at the finish line. This event is a fundraiser called Project Smile which benefits families in the community during Christmas.

The Committee discussed whether a certificate of insurance was provided. Yes, one was submitted. There will be no street closures. The only closure will be a few parking spots in front of Merle Inc. They will have crossing guards on the main streets. There will not be any alcohol provided by Jingle Bell Dash. Mikes Tavern and Owens Meat will be open. A security guard will be hired.

The Committee asked for advance notice of this event next year.

MOTION: Committee Member Harper made a motion to recommend to the Council for approval pending sign off on the Police Department and Fire Department; seconded by Committee Member Malek.

MOTION CARRIED: 3 yes 0 no.

c. Downtown Association 2024 Holiday Lighting Lodging Tax Application

The Committee discussed different strategies to reduce the cost of annual lighting. The City did add more trees due to the Downtown Revitalization Project. Some of the light poles don't have outlets, so some of the lighting needs to be run off batteries. The Lodging Tax Fund collects approximately \$210,000 per year. This would take about 1/3 of that budget. The Christmas activities in the City of Cle Elum bring in about 6,000 visitors, which generates approximately \$1 million in revenue for the City.

MOTION: Committee Member Harper made a motion to recommend the City Council for discussion and approval; seconded by Committee Member Malek.

MOTION CARRIED: 3 yes 0 no.

d. UKC Mountain Madness AAU Basketball Tournament 2024 Lodging Tax Application

This is a three-day tournament that will be happening in Easton, Cle Elum, Roslyn, and Ellensburg over the course of the weekend. The final playoff games are held in Cle Elum.

This tournament is for 4th - 8th grade players with 500 athletes competing. Suncadia has offered a block of rooms for visitors. This benefits the community even though the School District is not within the Cle Elum City limits.

The Committee encouraged the hosts to apply for other Lodging Tax Funds through the other cities where this event will take place.

MOTION: Committee Member Harper made a motion to approve UKC Mountain Madness AAU Basketball Tournament 2024 Lodging Tax Application in the amount of \$10,000; seconded by Committee Member Malek.

MOTION CARRIED: 3 yes 0 no.

Lodging Tax & Events Committee Agenda

November 12, 2024

119 W FIRST STREET
CLE ELUM, WA 98922

- e. Event Application Discussion - What Trigger's an Event Application to be Filled Out - Mayor Lundh

Mayor Lundh would like the Committee to discuss what would trigger an Event Application. Possibly you have boxes that you can check to decide if an application is needed.

Different points of discussion were:

- Private property.
- Ladies Night - would this trigger an Event Application as it uses the City Right of Way?
- The number of people in attendance.
- Impacts on traffic.
- If alcohol is served, how to manage it, proper permits, security. Private property vs. open house.
- The sale or purchase of alcohol.
- The ability to self-contain the event, or when the event goes beyond capacity, exceeds parking and traffic.
- Need assistance from the city for road closures, police services, etc.
- The committee looked at the City of Yakima's Municipal Code to get ideas.
- There will need to be some sort of enforcement language if the rules are not followed.
- Chief Albo stated that it is better to have the consequences listed up front so it is easier to enforce.

The committee was asked to bring their main points of interest to the next meeting to work on this further.

4. Other Committee Comments

Committee Member Harper thanked Committee Member Cook for all the work he put into this Event Application.

Committee Chair Cook reported that Kittitas County Consolidated Lodging Tax will take the City of Cle Elum score as an average for all Committee members.

5. Adjourn

MOTION: Motion to adjourn at 9:48 a.m.



Steven Cook, Chair



Debbie Lee, Clerk