

CLE ELUM LODGING TAX & EVENTS COMMITTEE

MINUTES

AUGUST 13, 2025

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

Debbie Lee - Clerk
Mathew Bailey - Public Works Director
Ed Mills - Fire Chief
Whitney Prosek - Office Assistant

2. Unfinished Business

a. Park Reservations

Due to the cost of the park software, the city is not moving forward with the purchase. Committee Member Harper will work with city staff prior to the next meeting on a system to track park reservations.

b. Update Lodging Tax Application

Discussion was had about working on the Lodging Tax Application update when the county had completed their update, so the city would be more inline with other lodging tax applications.

3. New Business

a. July 9, 2025, Cle Elum Lodging Tax & Events Committee Meeting Minutes

**MOTION: Committee Member Harper made a motion to approve July 9, 2025 Lodging Tax & Event Meeting Minutes; seconded by Committee Member Malek.
MOTION CARRIED: 3 yes 0 no.**

b. After Action Review Cle Elum Round-up - Discussion

The Committee discussed how important it is to have the Event Applications submitted 30 days prior to the event and complete. When the city gets a list of vendors after the submission, it is time-consuming to check all the business licenses and to complete the fire inspections. The application fee was also paid late. They discussed that the committee is reviewing the current event code, and they wanted to make sure the code is clear on

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timelines and packets needing to be completed at least 30 days prior to an event. The committee talked about making a checklist for the vendors, so there is no confusion as to what they need.

c. CEDA Placer Labs, Location Intelligence Software 2025 Lodging Tax Fund Application

Jordan Peterson of the Downtown Association stated she has been supplying the Council and the public with the data from Placer Labs, which is geo-fencing through cell phones. This data tells how many people visit Cle Elum, where they visit, the distance traveled, how long they stay etc. Jordan is asking for lodging tax to pay for one year of a subscription at approximately \$11,400.00. The city will also be able to pull data if they like. Jordan would be able to add a user.

The committee is in support of the idea and just wants to clarify with Amy McGuffin if this would be an allowed use, as lodging tax is unique funding, and the committee wants to make sure it is covered. They also discussed the second year's subscription to possibly add it to the Visitor Center contract.

The committee will bring this back at the next meeting for consideration.

d. Lodging Tax Fund Balance - Update


Discussion was had about not using the \$100,000 worth of lodging tax funds for the cemetery irrigation and instead using the REET tax as this would be an allowed use as it is listed in the Capital Facilities Plan. This would also help the balance of the lodging tax fund.

e. Event Tracker

4. Other Committee Comments

5. Adjourn

The meeting was adjourned at 8:56 a.m.



Steven Cook, Chair



Debbie Lee, Clerk