



Blaine Tourism Advisory Committee

MINUTES

City Hall Council Chambers, 435 Martin Street, Suite 4000 www.ci.blaine.wa.us (360) 332-8311

Tuesday, February 11, 2020

Called to order at 8:08 AM

Roll Call: Eric Davidson, Bob Boule, Debby farmer, Louise Mugar, Liz Thorton (absent), Nicole Newton, Sukhwant Singh Gill, Sandy Baker (absent) and Annette Bagley

Staff Present: Alex Wenger, Economic Development and Tourism Coordinator

AUDIENCE COMMENTS

THIS TIME ON THE AGENDA IS AN OPPORTUNITY FOR ANYONE TO SPEAK TO THE COMMITTEE. COMMENTS ARE LIMITED TO THREE MINUTES PER SPEAKER, AND UP TO FIFTEEN MINUTES TOTAL.

NEW BUSINESS

- Students from the Blaine Middle School Reach presented on a civic project proposal. The project would propose installing QR (Quick Response) codes on several Blaine by the Sea plaques. The codes will link users to the Blaine Tourism webpage and provide pictures, historical context and interviews with citizens about some of Blaine's historic buildings.
- Alex Wenger introduced City Council Resolution 1793-20 and Resolution 1794-20

MOTION TO RECOMMEND APPROVAL TO CITY COUNCIL OF 1793-20, WASHINGTON CREATING A POLICY TO GUIDE THE CITY'S DISBURSEMENT AND USE OF THE LODGING TAX FUND. MOTIONED BY NICOLE NEWTON. SECONDED SUKHWANT SINGH GILL, UNANIMOUSLY APPROVED.

MOTION TO RECOMMEND APPROVAL TO CITY COUNCIL OF 1794-20, WASHINGTON, ESTABLISHING PROCEDURES AND TERMS FOR THE BLAINE TOURISM ADVISORY COMMITTEE (BTAC) AND REPEALING RESOLUTIONS 1751-19 AND 1525-09. MOTIONED BY DEBBY FARMER. SECONDED LOUISIE MUNGAR. UNANIMOUSLY APPROVED.

- Alex Wenger gave an update on the Blaine by the Sea rebranding project and new City Website. Several of the rebranding deliverables were not completed by the marketing company, Bounce Box. So far funds for 2020 have not been specifically allocated for completing the project. Staff advised that there are

professional service, design costs, and miscellaneous funds that can be used to work on the website. BTAC discussed a reallocation of funds during the City Council Budget Amendment in June, 2020. Board member Bob Boule requested staff to report on 2019 budget and 2020 budget reserve.

- Alex Wenger presented 2020 budget and event report. Board members requested staff to provide a bi-annual summary of the annual budget and a regular lodging tax income report.
- Alex Wenger presented street banner designs for the Centennial Celebration of the Peace Arch and use of city funding, up to \$1,500, for the commissioning of the banners. BTAC was supportive.
- Alex Wenger presented on a series of summer street dance events. BTAC was supportive and requested staff to explore a cultural event, such as Bollywood.
- The Department proposed a new meeting schedule for BTAC. Eric Davidson, Chair, requested additional meeting in August. BTAC was supportive of the August meeting.

INFORMATIONAL ITEMS

- Next scheduled meeting April 14, 2020
- Eric Davidson, Chair recommended that board members change up their seating arrangement in a round table fashion, to be more conducive of discussion. BTAC didn't decide on this issue.

APPROVAL OF MINUTES

- Minutes from November 11, 2019

MOTION TO APPROVE NOVEMBER 11, 2019 MINUTES BY SUKHWANT SINGH GILL. SECONDED LOUISE MUGAR. UNANIMOUSLY APPROVED.

Adjourned 9:38 AM.