



Pullman Parks & Recreation

Lawson Garden Committee

December 1, 2014, 2:00PM

Daily Grind Coffee Shop, Downtown Pullman

Special Meeting Agenda

____ Vacant ____ Mitch Chandler ____ Kim Keizur
____ Mick Nazerali ____ Pam McEachern

1. CALL TO ORDER
2. ADOPTION OF AGENDA
3. APPROVE MINUTES
 - a. September 10, 2014
4. REPORTS
 - a. Alan Davis
5. OLD BUSINESS:
 - a. Lodging Tax Grant Application
6. NEW BUSINESS:
7. ADJOURN



Pullman Parks & Recreation Lawson Garden Committee MINUTES: September 10, 2014

Mitch Chandler called the meeting of the Lawson Garden Committee to order at 5:30 p.m., City Hall, Large Conference Room. Others present were Kim Keizur, Pam McEachern, and Mick Nazerali. City of Pullman, Parks & Recreation employees Alan Davis, Park Manager, and Merlene Greenway, Administrative Assistant were present.

AGENDA/MINUTES:

- A. **MOTION:** Mick Nazerali made a motion to adopt the agenda for the September 10, 2014 meeting, Pam McEachern seconded. Passed unanimously.
- B. **MOTION:** Mick Nazerali moved to accept the minutes for July 9th 2014; Pam McEachern seconded. Passed unanimously.

ANNOUNCEMENTS:

- A. None

REPORTS:

- A. **Parks Report:** (see Appendix A)
 - a. Alan reported that he had met with Mark Workman and Bill Mulholland about the available money in the Lodging Tax Fund. A discussion was held about the Lawson Garden Committee applying for \$700,000 in the grant process. This would leave 30% or approximately \$300,000 in the fund.
 - b. Discussion was held on the Lodging Tax Dollars.
 - c. **MOTION:** Mick Nazerali moved and Kim Keizur seconded that the staff work on the grant application for Lodging Tax dollar. Passed unanimously.
 - d. Alan reported that work would be done to add a sump pump to move water along the creek bed, with plans to plant a small willow grove with along an additional pathway.

OLD BUSINESS

- A. None

NEW BUSINESS:

- A. None

ADJOURNMENT:

- A. **MOTION:** Kim Keizur made the motion to adjourn at 6:05 p.m, Pam McEachern seconded. Passed unanimously.

Mitch Chandler, Chairperson

Alan Davis, Park Manager

2014 Tourism Grant Application

City of Pullman, Parks & Recreation, Lawson Garden Committee

DRAFT

1. What is the requested amount of funding for this event/activity?

The City of Pullman, Pullman Parks & Recreation Commission, and the Lawson Garden Committee are requesting \$700,000 for the construction of a Lawson Garden event center, "Garden House". Presently, we schedule 13-18 weddings per year in the garden, generating approximately \$3,600 for the gardens and averaging 150 attendees (many from out of town). A facility as proposed would create the opportunity to vastly increase revenues for Lawson Gardens and local businesses.

Please specify how you will spend these funds if awarded.

This would be the seed money dedicated to the project prior to the Capital Fund Raising Campaign for the Lawson Gardens Event Center. If the monies could not be raised within 5 years, the entire sum of the grant would be returned to the Lodging Tax Fund for other purposes.

2. Please provide a detailed marketing plan for this event/activity.

The Event Center would provide a venue for weddings, anniversaries, evenings of chamber music, even "Shakespeare under the Stairs".

3. Is the Lodging Tax money your sole source of funding for this event/activity?

No, Lodging Tax funds (originally established to generate monies for the construction of a conference center) would be matched through fund raising to construct a 1.4 million dollar, 3500 sq. ft. facility. Lawson Gardens has always been and continues to operate solely on funds provided by the generous gift/estate of a local farmer, (Gerald Lawson), other public donations and rental income. No city general fund dollars are used in the development or upkeep of Lawson gardens. While \$700,000 may seem like a huge request, it would leave a reserve of over 30% in the Lodging Tax Fund at a time when yearly revenues are exceeding expenditures.

4. What is the size of your targeted audience?

The building has been designed for a capacity of 150 people, 0-99 years of age. The planned facility could be used for family or other type reunions, weddings, local business, local civic groups, and for the performing arts (chamber music, recitals, theatre, even "Shakespeare under the Stars").

Please indicate all age groups that may fall under your targeted audience:

0-10 11-14 15-20 21-30 31-40 41-50 51-65 65+

5. The City of Pullman will not promote an event/activity that fails to demonstrate excellence to tourists. Since each event/activity's success is due to executing a well-laid plan, please outline the event/activity foreseeable tasks and projects, and forecast to the best of your ability the necessary completion dates for each detail, along with any progress that you may have already made in planning this event/activity.

2014 Tourism Grant Application

City of Pullman, Parks & Recreation, Lawson Garden Committee

DRAFT

With the awarding of this grant we could start promoting a fundraising campaign to raise the dollars necessary to construct the "Garden House". We have already been approached twice about the possibility of large donations were there a serious fund raising campaign in place. Once construction funds were raised, the building would be built according to the design concept and plans already in place thanks to the generous Lodging Tax Grant of 2011. With the addition of the "Garden House Event Center" in accordance with the approved master plan for Lawson Gardens another beautiful jewel will be added to the Pullman Parks System and the Lodging Tax funded Convention Center realized.

6. What are the risks you may encounter in planning and facilitating this event/activity, and how will you deal with these potential scenarios?

There really is no risk involved as the funds would revert to the Lodging Tax Fund if matching dollars cannot be generated.

7. What are the required permits and insurance needs for this event/activity, in accordance to all city and state codes? Have these needs been fulfilled?

The City would be responsible for contracts leading to completion of construction and the building would be covered (insured) as are all other City and Park facilities.

8. What does this event/activity have to offer to tourists, and why will this bring tourists to Pullman?

Besides the cultural activities; weddings, anniversaries, retirement parties and a special meeting place for those of our local university to entertain visitors all such uses brings people from out of town to utilize our local lodging, caterers, eateries, and local businesses.

9. Why should this event/activity receive Tourism Grant funding from the City of Pullman? In your answer, please address how this event/activity meets 3 or more of the outlined selection criteria. (Preference will be given to applications that fit selection criteria #1 or #2).

An Event Center type facility is the very reason the Lodging Tax Fund was originally established to cover. The recent rental history reflects weddings being planned for most weekends from May-early October. The "Garden House Event Center" will provide the opportunity for many additional and varied activities which in turn will culminate in additional dollars generated for local business. Bringing more visitors to town and exposing them to the City's premier formal garden will only enhance the City's image.

10. How will you measure the success of this event/activity? How will you make available the information needed for the statutory reporting requirements tied to the use of these funds?

Reservations and revenue will be tracked through the City's Parks & Recreation Department.

2014 Tourism Grant Application

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11. If there is anything else you wish to communicate to the Lodging Tax Advisory Committee regarding the event/activity, please do so below, or you may submit a 1-page narrative along with the completed application and questionnaire.

Pursuant to Adopted 2010 City Council Goal 10, “consider using lodging tax monies to design a plan for a Lawson Gardens wedding-meeting facility”, staff did submit a Tourism Grant Application Questionnaire, January 21, 2011 that was approved and did provide the funding for the design of the Lawson gardens “Garden House Event Center”. The City Council then in 2014 adopted Goal 7, “Support the funding of the proposed Lawson Gardens garden house with 2% lodging tax dollars” based on the history of the fund. (Add my 2014 goal statement)

2014 City Council Goal #7:

7. Support the partial funding of the proposed Lawson Gardens garden house with 2% lodging tax funds.

The City Council’s adopted 2010 City Goal #10, “Consider using lodging tax monies to design a plan for a Lawson Gardens wedding/meeting facility.” lead to an approved Lodging Tax Advisory Committee Grant resulting in the creation of design documents from Design West that will now be used to facilitate the fund raising campaign for the construction of an appropriately elegant Garden House/Event Center. The facility will provide upscale accommodations for weddings, anniversaries, celebrations, and small groups (100-150) filling a niche between the existing hotel facilities and the SEL Event Center.

Perhaps the use of Lodging Tax monies for the construction of the Lawson building would meet the stated use of the Civic Improvement Fund, “to provide supplemental funding for a possible conference center” and address one or more of the following adopted City Goals; adopted 2001 City Council Goal which stated, “Explore opportunities to fund a conference center.”, adopted 2002 City Council Goal #5, “Explore options to work with WSU and the private sector to construct a conference center”; adopted 2003 City Council Goal #19, “Authorize the use of hotel/motel tax funds to explore design options for the type of conference center that would be appropriate for Pullman.”, and adopted 2004 City Council Goal #16, “Continue to explore avenues to construct a conference/convention center”.