



**Lodgers and Automobile Rental Tax (LART)
Citizen's Advisory Committee Meeting
Meeting Minutes
Thursday, February 10, 2022, 3:00 – 4:30 p.m.**

Committee Members Present: Ann Alba, Dani Barger, Jim Dibiase, Tony Gioia, Jeff Howell, Sally Hybl, Doug Martin, PK McPherson, Doug Price, Angela Seals, David Siegel, Wayne Williams

1. **Call to order** – The Chair called the meeting to order at 3:01 p.m.
2. **Public comment for items not on the agenda** - None
3. **Discuss LART polling data and Visit COS advertising strategy** – Doug Price and Peggy Manter with Visit COS presented their new and updated advertising strategy to the Committee.

Rachel Beck with Colorado Springs Chamber & EDC presented polling data from 2018 as it related to a LART rate increase.
4. **Presentation and discussion of Resolution events** – The Committee received presentations and asked follow-up questions from the following Resolution events: Labor Day Lift Off, 4th of July, Rocky Mountain State Games, Pikes Peak International Hill Climb, Pikes Peak or Bust Rodeo, Western Street Breakfast, IAFF Fallen Firefighter Memorial.
5. **Member Announcements** – None
6. **Adjournment** – The Chair adjourned the meeting at 4:30 p.m.