



# CITY OF TOPEKA

## CITY COUNCIL COMMITTEE MEETING MINUTES

### TRANSIENT GUEST TAX COMMITTEE

CITY COUNCIL  
City Hall, 215 SE 7<sup>th</sup> Street, Suite 255  
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**Date:** April 23, 2025

**Time:** 10:00am

**Location:** 1<sup>st</sup> Floor Conference Room; Cyrus K. Holliday Building 620 SE Madison

**Committee members present:** Committee members: Christina Valdivia-Alcalá, Spencer Duncan, Michelle Hoferer (Chair)

**City staff present:** City Manager Dr. Robert M. Perez, Senior City Attorney Mathew Mullen, Budget & Finance Division Director Josh McAnarney

#### 1. Call to Order

Committee chair Hoferer called the meeting to order at 10:00 a.m.

#### 2. Approve March 6 and March 12, 2025 Minutes

Committee member Duncan made a motion to approve the minutes. Committee member Valdivia-Alcalá approved. Minutes approved 3-0-0.

#### 3. NOTO Arts & Entertainment District Presentation

Josh McAnarney, Budget & Finance Division Director, provided background information on the unallocated balance of \$52,114.60 of undistributed Transient Guest Tax funds. The TGT Committee on March 6, 2025 expressed it was time to appropriate the funds. He added an application was submitted based off the 2016 application process from NOTO Arts and Entertainment District.

Pedro Concepcion, CEO of NOTO Arts and Entertainment District, expressed his appreciation for giving NOTO the chance to apply for the TGT funds. He continued to speak to the criteria NOTO completed for the application and how Topeka's cultural tourism will have enhancements to signage and public art to provide the experience for the community and visitors. He believes the \$52,114.60 will make a big impact and help create programs for development.

Committee member Valdivia-Alcalá expressed her support for the TGT funds allocation to NOTO. She thanked Pedro Concepcion for a good presentation.

Committee member Duncan passed on his support for TGT funds for NOTO and

added that he would've like the funds to be more. He continued to speak to the structure of distribution.

Pedro Concepcion added NOTO is thankful for any amount of fund allocation.

Kurt Young, Topeka Lodging Association and Downtown Topeka Foundation, spoke to the original monies of disbursement that he was involved in. He stated that the TGT Committee, at the time, looked at return on investment very heavily. He expressed his message for future organizations that receive allocations to continue to track a return on their investment in travel and tourism. Lastly, he added that hotel occupancy from closure of events could lead to TGT revenues to decrease.

Sean Dixon, President of Visit Topeka, stated he supports the NOTO application. He continued to speak to being mindful of the return on investment with TGT funds and concurred that hotel rooms demand is at a lull.

Committee member Valdivia-Alcalá stated she wants all agencies, not only NOTO, to have the same message to all TGT recipients that was given from Topeka Lodging Association.

Pedro Concepcion added he agrees that all agencies should be held accountable with TGT funds.

Committee chair Hoferer stated that 1<sup>st</sup> quarter updates and reports from agencies have been completed.

Committee member Duncan spoke that the TGT Committee does ensure the return on investment of funds that are distributed. He stated he is not worried about the return on investment in the NOTO district and feels the funds allocated are helping to encourage people to return to the area.

#### **4. Resolution TGT Funds: NOTO Arts & Entertainment District**

Committee chair Hoferer spoke to the proposed Resolution for allocation of \$52,114.06 to NOTO Arts and Entertainment District.

MOTION: To advance the resolution to the Governing Body with a recommendation to approve. Committee member Christina Valdivia-Alcalá made the motion, and Committee member Spencer Duncan seconded. Motion passed 3-0-0.

#### **5. Other Items**

Committee chair Hoferer thanked Kurt Young, Topeka Lodging Association and Downtown Topeka Foundation, for information about hotel occupancy

in the future as it will help the TGT Committee with the TGT revenues.

Committee member Duncan requested the City Finance Department give a report on the agencies balances of their contracts. He added the value of knowing the projections of the remaining 3 years for funding.

Josh McAnarney, Budget & Finance Division Director, stated that he will send out the projected report.

### **Adjourn**

Committee chair Hoferer adjourned the meeting at 10:24 am.

Video recording of the meeting can be found at: <https://youtu.be/ee47rdFCOr8>