

# City of SeaTac

## Hotel/Motel Tax Advisory Committee Meeting

July 9, 2014

### Meeting Notes

**Hotel-Motel Members Present:** Jeff Bauknecht; Caroline Curtis; Masab El-Himri; Cathy Heiberg; Wendy Morgan; Scott Ostrander, Tom Zett

**Members Absent:** Roger McCracken; Frank Welton

**Others Present:** Natalie Elert, Dollar; Katherine Kertzman, SSVS; Sanjay Mahajan, Radisson; Elizabeth Paulsen, GSI;

**Meeting Duration:** 3:00 - 4:30p.m.

**Staff Present:** Jeff Robinson, Economic Development Manager; Police Chief Lisa Mulligan; Joe Scorcio, Director, CED

AB #	Topic	Disposition
	2. Review and Approve Minutes of May 11, 2014	<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input checked="" type="checkbox"/> Approval(s) <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial
	3. SeaTac Police Department Report, Chief Mulligan	<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial <ul style="list-style-type: none"> <li>• <i>Chief Mulligan reviewed the patrol and reporting districts and summarized the data for each area.</i></li> <li>• <i>A brief discussion took place regarding any trends that may be surfacing and incidents of interest to the committee.</i></li> <li>• <i>There was a conversation about improving communications between the hotels and the STPD and ways that it might be implemented.</i></li> </ul>
	4. Update on Seattle Southside Tourism Promotion Area / Tourism Development Authority	<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval <ul style="list-style-type: none"> <li>• <i>Robinson summarized the initiation process for the TPA and the required elements and estimated timelines of the statutory and legal procedures for the formation of both the TPA and the Tourism Development Authority.</i></li> <li>• <i>Kertzman gave an overview on the expected uses of the TPA funding and the expectations for how the additional funds could positively impact</i></li> </ul>

		<p><i>the overall hospitality sector and the local economies of the Seattle Southside region.</i></p> <ul style="list-style-type: none"> <li>• <i>Robinson provided an update on discussions with the Washington State Department of revenue on how TPA funds would be collected, remitted and flow back to the area for use by the Seattle Southside Regional Tourism Authority.</i></li> </ul>
	5. SSVS Update	<p><input checked="" type="checkbox"/> Informational Update</p> <p><input type="checkbox"/> Recommended for:</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval with modifications</p> <p style="padding-left: 20px;"><input type="checkbox"/> Denial</p> <p><input type="checkbox"/> Referred to:</p> <ul style="list-style-type: none"> <li>• <i>Paulsen provided a presentation on the activities of the web-based SeaTac specific marketing campaign and overall use of the SSVS website and mobile traffic.</i></li> <li>• <i>Kertzman reported that the return on SSVS investments was at a 14 to 1 ratio and discussed the results of the 2014 conversion study.</i></li> <li>• <i>There was a report on the activities and lessons learned from the Westfield satellite operations and plans for continuance and better targeting of services and promotional activity.</i></li> </ul>
	6. HMAC Funding Application Process	<p><input checked="" type="checkbox"/> Informational Update</p> <p><input type="checkbox"/> Recommended for:</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval with modifications</p> <p style="padding-left: 20px;"><input type="checkbox"/> Denial</p> <p><input type="checkbox"/> Referred to:</p> <ul style="list-style-type: none"> <li>• <i>Robinson presented the process and proposed review and selection of 2015 applications.</i></li> </ul>
	7. Smith Travel Report / State Lodging Tax Receipts	<p><input checked="" type="checkbox"/> Informational Update</p> <p><input type="checkbox"/> Recommended for:</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval with modifications</p> <p style="padding-left: 20px;"><input type="checkbox"/> Denial</p> <p><input type="checkbox"/> Referred to:</p> <ul style="list-style-type: none"> <li>• <i>Ostrander reviewed the Smith travel report and highlighted that:</i> <ul style="list-style-type: none"> <li>➤ <i>Occupancy was up 8.7% in 2014</i></li> <li>➤ <i>ADR still moving more slowly at 1% over 2013</i></li> <li>➤ <i>RevPar was at 9.8% YTD</i></li> <li>➤ <i>Revenue is also up 9.8% YTD</i></li> </ul> </li> <li>• <i>Robinson reported that lodging tax collections on the May report were nearly \$10,000 higher than April, 2013; and that YTD receipts were \$429,620, up from \$413,806 in 2013.</i></li> </ul>

	9. Adjourn	<ul style="list-style-type: none"><li>• <i>Meeting adjourned at 4:30pm</i></li></ul>