

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

May 14, 2014

Meeting Notes

Hotel-Motel Members Present: Jeff Bauknecht; Caroline Curtis; Roger McCracken; Wendy Morgan; Scott Ostrander, Tom Zett

Members Absent: Cathy Heiberg; Frank Welton

Others Present: Doris Cassan, Dollar; Natalie Elert, Dollar; Masab El-Himri, Cedarbrook; Katherine Kertzman, SSVS; Carol Kolson, SWKCC; Mike Schabbing, Southcenter Courtyard; Marion Yoshino, City of Des Moines

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

Staff Present: Jeff Robinson, Economic Development Manager; Police Chief Lisa Mulligan

| AB # | Topic | Disposition |
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| | 2. Review and Approve Minutes of April 9, 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 <ul style="list-style-type: none"> • <i>Moved by Bauknecht; Second by Ostrander</i> • <i>Deputy Mayor Anderson and the Committee thanked Scott Ostrander for his service to the Committee he announced his resignation from the Committee and Cedarbrook Lodge and discussed his new position in California.</i> |
| | 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"> • <i>Chief Mulligan reminded the group of the upcoming B.E.S.T. training on May 22nd at the Doubletree and announced the currently registered attendees.</i> • <i>The STPD "Hotel/Motel Group" will meet monthly to proactively plan for; and to discuss the legal issues related to frequently confronted situations at lodging establishments.</i> • <i>Recent incident trends were presented and discussed. The Chief asked for help in getting the STPD informed and being made aware of anything that seems out of the ordinary.</i> • <i>A discussion took place about what incident statistics can, and cannot fully explain.</i> |
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| | <p>4. Update on Seattle Southside Tourism Promotion Area / Tourism Development Authority</p> | <p><input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval</p> <ul style="list-style-type: none"> • <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> • <i>Kertzman reported that a petition signing event took place on April 22nd.</i> • <i>It was also reported that current annual revenue for the TPA are projected at approximately \$3.5 million.</i> • <i>Work is underway drafting a strategic business plan for the TPA/TDA operations with an emphasis on promoting shoulder season weekends.</i> |
| | <p>5. SSVS Update</p> | <p><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</p> <p><input type="checkbox"/> Referred to:</p> <ul style="list-style-type: none"> • <i>McGuire gave a visual presentation of a new destination marketing organization planning and research tool -- "Simple View" -- and explained how it would assist in focusing business development and outreach efforts for SSVS.</i> |
| | <p>6. HMAC Funding Application Process</p> | <p><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</p> <p><input type="checkbox"/> Referred to:</p> <ul style="list-style-type: none"> • <i>Robinson presented the process and proposed schedule for the intake, review and selection of 2015-16 applications for funding.</i> |
| | <p>7. Smith Travel Report / State Lodging Tax Receipts</p> | <p><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</p> <p><input type="checkbox"/> Referred to:</p> <ul style="list-style-type: none"> • <i>Ostrander reviewed the Smith travel report and highlighted that:</i> <ul style="list-style-type: none"> ➤ <i>Occupancy was up 8.7% in 2014</i> ➤ <i>ADR still moving more slowly at 1% over 2013</i> ➤ <i>RevPar was at 9.8% YTD</i> |

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| | | <ul style="list-style-type: none"> ➤ <i>Revenue is also up 9.8% YTD</i> • <i>Robinson reported that lodging tax collections on the April report were nearly \$8,000 higher than April, 2013; and that YTD receipts were \$328,393, up from \$321,860 in 2013.</i> |
| | 8. Other Business | <ul style="list-style-type: none"> • <i>There was a brief conversation about the impacts to date of the Employment Standards ordinance.</i> • <i>There was also a discussion of the new hotel under construction in Des Moines and the two in the planning stages in SeaTac.</i> |
| | 9. Adjourn | <ul style="list-style-type: none"> • <i>Meeting adjourned at 4:30pm</i> |