

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

February 11, 2015

Meeting Notes

Hotel-Motel Members Present: Jeff Bauknecht; Caroline Curtis; Cathy Heiberg; Roger McCracken; Wendy Morgan; Tom Zett

Members Absent: Frank Welton;

Others Present: Ashley Comar, SSVS; Natalie Elert, Dollar; Katherine Kertzman, SSVS

Meeting Duration: 3:00 – 4:30p.m.

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

AB #	Topic	Disposition
	2. Review and Approve Minutes of January 14, 2015	<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 <i>Motion by Curtis; Second, Morgan</i>
	3. Comprehensive Plan Update / Economic Vitality Element	<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>Planning Manager Steve Pilcher provided an update on the State Growth Management Act and the mandated Comprehensive Plan update, including an overview of the current status and the schedule for completion.</i> • <i>The Economic Vitality Element was presented in detail and there was a discussion about the outreach efforts to the community and how they might be strengthened for similar efforts in the future.</i> • <i>Specifically, there was a concern that other Comprehensive Plan elements such as the section on Transportation which includes potential financial impacts in the future, should have involved the community and business sectors more directly through stakeholder outreach.</i> • <i>Pilcher announced the dates for future public hearings on the Plan and urged</i>

	4. Tourism Promotion Area / Regional Tourism Authority Update	<p style="text-align: right;"><i>the group to take the opportunity to involve themselves in the process.</i></p> <p><input checked="" type="checkbox"/> Informational Update</p> <p><input type="checkbox"/> Recommended for:</p> <p><input type="checkbox"/> Approval</p> <p><input type="checkbox"/> Approval with modifications</p> <p><input type="checkbox"/> Denial</p> <ul style="list-style-type: none"> • <i>Robinson and Kertzman briefed the committee on the current status of the TPA and RTA. Items included:</i> <ul style="list-style-type: none"> ➤ <i>The appointment of the Board members and the election of the initial officers for the RTA;</i> ➤ <i>Kertzman summarized the activities and actions taken during the first two board meetings including work to put the proper organizational infrastructure in place to begin receiving and expending TPA-generated funding;</i> ➤ <i>She also summarized the committee structure being considered and how the selection of committee members outside of the Board would be accomplished;</i> ➤ <i>It was announced that the first disbursement of funds from the State to the TPA would occur in July; and</i> ➤ <i>The transition the City of Tukwila to the RTA was discussed with an emphasis that here are several actions that need to occur prior to finalizing the process.</i>
	5. SSVS Update	<p><input checked="" type="checkbox"/> Informational Update</p> <p><input type="checkbox"/> Recommended for:</p> <p><input type="checkbox"/> Approval</p> <p><input type="checkbox"/> Approval with modifications</p> <p><input type="checkbox"/> Denial</p> <ul style="list-style-type: none"> • <i>Comar reviewed current and planned activities of SSVS. These included:</i> <ul style="list-style-type: none"> ➤ <i>Announcing that the Tourism Marketing meeting would be held in May this year;</i> ➤ <i>Preparation of the 2014 Annual Report is underway with a detailed analysis of the levels and types of return on investment for tourism promotion expenditures;</i> ➤ <i>The social media platforms are performing well;</i> ➤ <i>That a new marketing strategy, including creative development and</i>

		<p><i>media placement was being developed -- focusing not only on the Southside as a “home base”, but also as a destination with numerous attractions and amenities self contained within the region;</i></p> <ul style="list-style-type: none"> ➤ <i>The feature article in the Puget Sound Business journal about Southside tourism was distributed and discussed;</i> ➤ <i>An overview of the updates to the Vacation Planner was presented with draft samples of some of the ideas to be included; and</i> ➤ <i>It was announced that Seattle Sounder tickets would now be available for purchase at the Westfield Visitor Center.</i>
	<p>6. Legislative Report / Tourism-related Items</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> <ul style="list-style-type: none"> • <i>Robinson and Kertzman gave an update on several legislative proposals of interest to the committee.</i>
	<p>7. SW King County Chamber of Commerce</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> <ul style="list-style-type: none"> • <i>Robinson discussed the SWKCC decision to not accept the 2015 \$20,000 lodging tax award due to concerns about reporting requirements.</i>
	<p>8. Smith Travel Report / State 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> <ul style="list-style-type: none"> • <i>The year-end Smith travel Report was discussed showing all indicators – ADR, RevPar, Occupancy and Revenue – up considerably for 2014.</i> • <i>The State Tax report also showed a significant increase over 2013 with total lodging tax receipts to the City being at the highest level in history at \$1,440,637; up from \$1.275MM in 2012.</i>

	9. Other Business	<ul style="list-style-type: none">• <i>Robinson distributed information on the King County Local Hazardous Waste management Program</i>• <i>Morgan announced that the Highline Botanical garden had received a \$2,000 award from 4Culture.</i>
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