

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

March 11, 2015

Meeting Notes

Hotel-Motel Members Present: Caroline Curtis; Cathy Heiberg; Roger McCracken; Wendy Morgan;

Members Absent: Jeff Bauknecht; Frank Welton; Tom Zett

Others Present: Matthew Jones, Hampton Inn & Suites; Katherine Kertzman, SSVS; Meagan McGuire, SSVS; Dan O’Shea, Chargepoint

Meeting Duration: 3:00 – 4:30p.m.

Staff Present: Jeff Robinson, Economic Development Manager; Joe Scorcio, Director, CED

AB #	Topic	Disposition
	2. Review and Approve Minutes of February 11, 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 Morgan; Second, Heiberg</i>
	3. Presentation by Chargepoint electric vehicle charging stations, Dan O’Shea	<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>A PowerPoint presentation was provided regarding the electric vehicle charging industry; electric cars; and growth in Washington State.</i> <ul style="list-style-type: none"> ➤ <i>61% growth in plug-in cars from 2013 to 2014</i> ➤ <i>13,000 registered vehicles as of February 2014</i> ➤ <i>SeaTac is the #1 “non-work” destination for electric vehicles according to WSDOT statistics</i> ➤ <i>The growth in the number of vehicles is outpacing the growth of the required infrastructure</i> ➤ <i>Electric Vehicle Charging Stations are becoming an expected amenity at lodging establishments</i> • <i>There was a discussion of steps that a new or remodeled facility can take to prepare for the installation of charging stations at a later date when the demand warrants the investment.</i> • <i>Scorcio addressed the issue of whether</i>

		<p><i>the City would mandate, through codes, that charging stations be installed in new developments and indicated that there were no plans to do so at this time.</i></p> <ul style="list-style-type: none"> • <i>McCracken spoke to the benefit to marketing to customers that charging stations provide; but added that a better and more comprehensive network needs to be established to identify the locations of charging stations for prospective customers.</i>
	<p>4. Report form SeaTac Police Department</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>Due to a scheduling conflict the report was not available, but will be provided at the next meeting.</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> <ul style="list-style-type: none"> • <i>The new Vacation Planner was distributed to the attendees and received compliments from the committee for its content and layout.</i> • <i>Kertzman summarized the Regional Tourism Authority's (RTA) Board meeting and organizational progress to begin full operations. This included:</i> <ul style="list-style-type: none"> ➤ <i>Insurance coverage</i> ➤ <i>Banking services</i> ➤ <i>Financial services and accounting</i> ➤ <i>Outreach and recruitment of the Marketing Committee</i> ➤ <i>The HMAC asked that an update on RTA activities be included in each meeting agenda</i> • <i>McGuire spoke about the Group Sales campaign and reviewed the SSVS Sales Report.</i>

	6. Legislative Report / Tourism-related Items	<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>Robinson and Kertzman gave an update on several legislative proposals of interest to the committee.</i>
	7. . Smith Travel Report / State Tax Receipts	<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>Curtis reviewed the January Smith Travel Report showing all indicators – ADR, RevPar, Occupancy and Revenue – up for the running 12 months..</i> • <i>The State Tax report also showed a significant increase over 2014 YTD with total lodging tax receipts to the City being at the highest level in history at \$182,610; up from \$157,806 through February, 2014.</i>
	8. Other Business	<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>The committee requested that the Interlocal Agreement for the Tourism promotion Area be provided to them.</i> • <i>Notice of the upcoming Public hearings and comment periods for the Comprehensive Plan and Angle Lake Station Area Plan was provided.</i>
	9. Adjourn	<ul style="list-style-type: none"> • <i>Meeting adjourned at 4:30</i>