

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

February 10, 2016

Meeting Notes

Hotel-Motel Members Present: Mayor Rick Forschler, Jeff Bauknecht; Caroline Curtis; Cathy Heiberg; Roger McCracken; Wendy Morgan; Richard Scherzinger

Members Absent:

Others Present: Councilmember Peter Kwon; Dan Dickhart, Marriott; Natalie Elert, Dollar Rent a Car; Jeff Hoebet, Port of Seattle; Katherine Kertzman, Seattle Southside Regional Tourism Authority; Daniel Zenk, Port of Seattle

Staff Present: Jeff Robinson, Economic Development Manager; Joe Scorcio, CED Director; Interim City Manager Donny Payne; Police Chief Lisa Mulligan

AB #	Topic	Disposition
	1. Introductions	.
	2. Review and Approve Minutes of January 13, 2016	___ Informational Update ___ Recommended for: ___ Approval(s) ___ Approval with modifications ___ Denial • <i>Motion by McCracken, Second by Heiberg.</i>
	3. SeaTac Police Report	___ <u>X</u> Informational Update ___ Recommended for: ___ Approval ___ Approval with modifications ___ Denial • <i>Chief Mulligan discussed current issues regarding lodging establishments and asked for the assistance of the hotels in sharing information both with one another and with the Police Department in a timely fashion. She used a recent example of an email blast that assisted greatly with solving a problem.</i>
	4. Discussion of Airport – related Tourism Issues	___ <u>X</u> Informational Update ___ Recommended for: ___ Approval ___ Approval with modifications ___ Denial • <i>The Committee and attendees discussed several airport related issues with Jeff Hoebet and Daniel Zenk from the Port of Seattle. Among the issues were:</i> ➤ <i>Way-finding signage in the airport that would assist visitors with better navigation inside of the facility, and to services external to the airport.</i>

- *Hoebet explained recent coordination with Sound Transit to better direct people to the light Rail station.*
- *Zenk gave an overview of the current efforts by the Port in taking a holistic approach with respect to all on-airport signage and discusses the “Pathfinder” program that is currently in place, as well as a smart phone application that is under development.*
- *Information was shared about the need for better maintenance to the shuttle areas that are highly visible to airport customers and how the cleanliness of the areas is important to promote a better perception and experience for the area’s guests.*
- *Hoebet explained the effort underway to complete capital improvements to several areas of the facility including restrooms and shuttle areas.*
- *Zenk commented that additional janitorial staff had been hired to better maintain the restrooms and other public areas at the airport.*
- *There was a request to increase efforts to work with the Port on offsite issues as well such as traffic circulation; delays on 170th; the planned closure of the 182nd access point.*
- *A request was made to have airport planning and community relations staff attend the next HMAC meeting to have a dialogue about the Sustainable Airport Master Planning process with particular emphasis on the South Aviation Support Area and on maintaining and increasing points of access to the facility for both vehicles and pedestrians.*
- *The committee thanked the Port staff for their participation and cooperation.*
- *It was decided that Port staff would routinely agendas to all HMAC meetings to maintain an on-going*

		<p><i>dialogue and open communication on issues and updates on airport projects.</i></p>
5. Seattle Southside RTA 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>Kertzman gave an update on the activities of the Regional Tourism Authority. The topics included:</i> <ul style="list-style-type: none"> ➤ <i>The new strategic marketing strategy that will be introduced at the Tourism Forum in May.</i> ➤ <i>Organizational progress including being fully staffed; a completed remodel of the office and meeting spaces; upgrades to information technology systems; and work with the Chamber of Commerce on a Strategic Alliance Agreement, which will include sharing the Southside name, jointly produced guides and maps, and the establishment of a Destination Brand Team to work on future initiatives.</i> 	
6. U.S. Open Tourism & Economic Impacts	<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>Scorcio gave a report on the significant economic and tourism impacts of the U.S. Open and the committee viewed a presentation provided by Pierce County that highlighted a regional perspective of the event's importance.</i> 	
7. Smith Travel Report / State Tax Receipts	<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>Curtis and Robinson reviewed the two reports and indicated that 2015 year-end indicators such as Average Daily Rate,</i> 	

		<i>RevPar and Revenue were very positive.</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>Scherzinger reported on progress made with AirBnB to remit lodging taxes across the country.</i> • <i>Payne gave a report on the City Council work on developing new Vision and Mission statements for the City and asked for input from committee members and meeting attendees.</i> • <i>Robinson discussed outreach to developers about the City's Comprehensive Plan to determine the desire to seek amendments that would assist in allowing more development to occur in the city.</i> • <i>It was decided that regular meetings would occur monthly unless determined otherwise. SSRTA would make quarterly, rather than monthly presentations.</i>
	9. Adjourn	<ul style="list-style-type: none"> • <i>Meeting adjourned at 5:00</i>