

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

January 13, 2016

Meeting Notes

Hotel-Motel Members Present: Deputy Mayor Tony Anderson; Jeff Bauknecht; Caroline Curtis; Cathy Heiberg; Roger McCracken; Wendy Morgan; Richard Scherzinger

Members Absent:

Others Present: Mayor Rick Forschler; Ashley Comar, SSRTA; Melissa Davis, GreenRubino; Briahna Marrah, GreenRubino; Hamilton McColloh, GreenRubino; Meagan McGuire, SSRTA; Katherine Kertzman, SSRTA; Elizabeth Paulsen, CeSI; Jacob Vargas, GreenRubino

Staff Present: Jeff Robinson, Economic Development Manager; Joe Scorcio, CED Director; Kaylene Sum, SeaTac Communications Intern

AB #	Topic	Disposition
	1. Introductions and Announcements	<i>Councilmember Anderson announced that Mayor Forschler would be the new Chair of the HMATC, with Councilmembers Kwon and Sitterley as Alternates.</i>
	2. Review and Approve Minutes of October 14, 2015	<input type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval(s) <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial <ul style="list-style-type: none"> • <i>Motion by Curtis, Second by Morgan.</i>
	3. SSRTA Update	<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>Kertzman reviewed the process for the establishment of the Tourism Promotion Area (TPA) and Regional Tourism Authority (RTA) including the Interlocal Agreement with Tukwila and Des Moines; the Chartering and establishment of the RTA; selection of Board members and Officers; and the creation of Board committees.</i> • <i>The status of all organizational, logistical and operational preparations and implementation was also presented, including the hiring of the initial staff positions and plans for near-term future hires.</i> • <i>The establishment and work program for the Sales and Marketing Committee was discussed and the selection of GreenRubino as the agency of record for public relations and marketing was</i>

		<p><i>announced.</i></p> <ul style="list-style-type: none"> • <i>RTA staff and GreenRubino representatives gave an overview and presented a Powerpoint of the process for developing the marketing strategy and the results of the process to date.</i> • <i>There was a discussion regarding the use and integration of the TPA-generated revenue and the lodging taxes for the operations and marketing activities of Seattle Southside.</i>
	<p>4. City Projects/Events/Meetings</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 gave a summary of upcoming activities and meetings that could be of interest to HMAC members.</i>
	<p>5. Discussion of Meeting Frequency</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 HMAC decided after that meetings would be held no less than quarterly unless special needs arose that required additional meetings. The committee felt that there should be a goal for a maximum of eight meetings per year.</i>
	<p>6. Meeting Topic Suggestions / Guest Presenters</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 committee discussed potential topics for future meetings and recommended the following:</i> <ul style="list-style-type: none"> ➤ <i>Port representatives to discuss airport issues</i> ➤ <i>Sound Transit</i> ➤ <i>Washington Tourism Authority</i> ➤ <i>The Taxi Association</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>The Smith Travel Report and State Department of Revenue Lodging Tax Receipts were summarized with both indicating a continued strong hospitality market through the end of 2015.</i> • <i>The ADR through November showed a 9.7% increase compared to a 7% increase nationwide.</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>Bauknecht discussed upcoming events and projects at the Museum of Flight.</i>
	9. Adjourn	<ul style="list-style-type: none"> • <i>Meeting adjourned at 5:00</i>