

# City of SeaTac

## Hotel/Motel Tax Advisory Committee Meeting

September 14, 2016

### Meeting Notes

**Hotel-Motel Members Present:** CM Peter Kwon; Jeff Bauknecht; Caroline Curtis; Cathy Heiberg; Roger McCracken; Wendy Morgan; Richard Scherzinger

**Members Absent:**

**Others Present:** Natalie Elert, Dollar Rent-a-Car; Katherine Kertzman, SSRTA; Lisa Schwartz, SSRTA; Joel Wachtel, Resident Member of Airport Committee

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

AB #	Topic	Disposition
	1. Introductions	
	2. Review and Approve Minutes of June 8, 2016 & August 10, 2016	<input 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"> <li>• <i>6-8-16, Motion by Morgan, second by Curtis</i></li> <li>• <i>8-10-16, Motion by Heiberg, second by Curtis</i></li> </ul>
	3. SeaTac Police Report	<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"> <li>• <i>Chief Mulligan distributed an activity report for the past two months and discussed some trends that have become apparent.</i></li> <li>• <i>The group and the Chief shared information and thoughts on common issues and recent activity.</i></li> </ul>
	4. 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"> <li>• <i>Lisa Schwartz was introduced as the new Destination Development Manager for the SSRTA</i></li> <li>• <i>It was announced that the RTA will now have the ability to sell both Sounder and Link tickets</i></li> <li>• <i>Google analytics is being used to track the impact of RTA web-generated</i></li> </ul>

		<p><i>marketing for hotels. 40% of visitors to the site convert to overnight stays averaging 3.4 days within 12 months of initial contact.</i></p> <ul style="list-style-type: none"> <li>• <i>CM Kwon reported on the success of the limited hydro races on Angle lake and mentioned that it would be a good annual event that could bring visitors to the city.</i></li> </ul>
	<p>5. Other Business</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"> <li>• <i>Information was provided by Robinson and Scorcio regarding:</i> <ul style="list-style-type: none"> <li>➤ <i>The “Party on the Plaza” being hosted by the City to celebrate and commemorate the opening of the Angle Lake Station</i></li> <li>➤ <i>The on-going work of the Mayor’s Airport Committee</i></li> <li>➤ <i>The City Council directive to staff investigate potential revisions to the Parking Tax Code</i></li> <li>➤ <i>A discussion of the monitoring of the new parking structure at the Angle Lake Station</i></li> </ul> </li> </ul>
	<p>6. Smith Travel Report and WA State Department of Revenue Tax Information</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"> <li>• <i>Occupancy is slightly down from 2015, RevPar is holding steady with increases shown in both ADR and Revenue</i></li> <li>• <i>The Lodging Tax receipts are up approximately \$36,000 over this period in 2015.</i></li> </ul>

The Meeting adjourned at 5pm