

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

June 8, 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: Natalie Elert, Dollar Rent a Car; Katherine Kertzman, SSRTA

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

AB #	Topic	Disposition
	1. Introductions	
	2. Review and Approve Minutes of May 11, 2016	<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 Morgan, Second by Heiberg.</i>
	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"> • <i>Chief Mulligan was unable to attend due to a scheduling conflict but the committee discussed some current issues occurring in their establishments and Robinson agreed to bring them to the SPD's attention and ask the Chief to follow-up directly.</i>
	4. SSRTA Highlights	<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 gave a summary of the Tourism Symposium and included some statistics that were presented at the event.</i> • <i>The ROI for 2015 was calculated at \$21.41: 1. This was an increase from the \$18.57:1 ROI from 2014.</i> • <i>A copy of the 2016 Annual report was distributed to the committee.</i> • <i>She reported that the Strategic Plan had been completed and that the Marketing Plan was being developed.</i> • <i>A Sales Plan is projected to be complete</i>

		<p><i>in October.</i></p> <ul style="list-style-type: none"> • <i>The RTA 2017 Budget would be presented to the SeaTac City Council in October.</i> • <i>The 2016 Budget is showing Revenues as projected and Expenditures in line with estimates.</i> • <i>The RTA continues to adopt policies and procedures for internal operations and is in the process of preparing for their first State audit.</i> • <i>It was reported that Starfire has agreed to a sole source lodging agreement and that on-line booking with tracking ability will be available soon.</i> • <i>The RTA conducted its first ever FAM with the Port of Seattle.</i> • <i>One of the RTA staff – Nick Tolley was received the “30 under 30” Award from DMAI.</i>
	<p>5. 2016-2917 Lodging Tax Application Process</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 summarized the process and schedule for the application, review and approval process for HMAc funding recommendations.</i>
	<p>6. Upcoming City Projects and Initiatives</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>Scorcio gave an update on several activities occurring at the City.</i> <ul style="list-style-type: none"> ➤ <i>Outlined of the 2017-2018 Biennial Budget process</i> ➤ <i>The 28th -24th Avenue Roadway project</i> ➤ <i>The Seattle Storm community practice</i> ➤ <i>The adoption of the Angle Lake Station Area regulations</i> ➤ <i>The Chamber of Commerce Mayor’s luncheon</i> • <i>Robinson updated the committee on the</i>

		<i>current development pipeline</i>
	7. Smith Travel and Department of Revenue Reports	<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 reviewed the STR and highlighted an increase in the ADR and RevPar but a slightly lower Occupancy.</i> • <i>Robinson reported that State Lodging Tax revenue to the City continues to reflect continued higher numbers.</i>
	8. Other Business	<ul style="list-style-type: none"> • <i>A FAM between the Botanical Garden/RTA and the Hotels was in the planning stages</i> • <i>Increases to the fines for OPMA violations was outlined</i> • <i>The MOF Aviation Pavilion opening events was presented</i> • <i>There was a brief discussion on driverless cars and the potential future impacts to road systems and parking needs</i>
	9. Adjourn	<ul style="list-style-type: none"> • <i>Meeting adjourned at 5:00</i>