

# City of SeaTac

## Hotel/Motel Tax Advisory Committee Meeting

December 14, 2016

### Meeting Notes

**Hotel-Motel Members Present:** CM Forschler; Jeff Bauknecht; Caroline Curtis; Cathy Heiberg; Wendy Morgan;

**Members Absent:** Roger McCracken; Richard Scherzinger

**Others Present:** Natalie Elert, Dollar Rent-a-Car;

**Staff Present:** Jeff Robinson, Economic Development Manager / Acting CED Director; Joe Scorcio, Acting City Manager; Anita Woodmass, Management Analyst

AB #	Topic	Disposition
	1. Introductions	
	2. Review and Approve Minutes of October 12, 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>Motion by Curtis, Morgan second</i></li> </ul>
	3. Seattle Southside Regional Tourism Authority 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>Robinson provided an update on current RTA activities and initiatives, including:</i> <ul style="list-style-type: none"> <li>➤ New website site plan and design;</li> <li>➤ Launch of the new brand campaign (photo shoots and video);</li> <li>➤ Completing the 2015 audit report;</li> <li>➤ Final touches to the 2017 workplans, media buy and sales plan and how they all tie into the detailed 2017 budget; and</li> <li>➤ Public Relations and social media plans.</li> </ul> </li> </ul>

<p>4. Discussion of SeaTac Sky Bridge Connector Concepts</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>CM Forschler provided a review of past HMAC discussions about the concept and provided perspective on how and why the sky bridge connectors may be a good concept for further exploration and consideration.</i></li> <li>• <i>Woodmass reviewed some initial due diligence on the concept and presented an initial list of the topics that would most likely need to be included in any investigatory analysis on the prospective undertaking. These included:</i> <ul style="list-style-type: none"> <li>➤ <i>Defining the primary purpose and function;</i></li> <li>➤ <i>Establish objectives;</i></li> <li>➤ <i>Potential positive and/or negative impacts on existing and future business;</i></li> <li>➤ <i>Financial considerations;</i></li> <li>➤ <i>Design parameters;</i></li> <li>➤ <i>Operation, ownership and maintenance;</i></li> <li>➤ <i>Constructability; and</i></li> <li>➤ <i>Lessons learned from other sky bridges and networks currently in place.</i></li> </ul> </li> <li>• <i>It was suggested by Robinson that a newly hired Planning Intern could begin some initial research and report back to the committee over the next few months.</i></li> </ul>
<p>5. City Updates</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>Scorcio, Robinson and CM Forschler reported on several City activities and initiatives, including revisions to the City's Parking Tax, the recently adopted Biennial Budget, planned revisions to the City Center Parking Codes and negotiations with the Port of Seattle for a new Interlocal Agreement with the airport.</i></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 remains 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 \$38,000 over this period in 2015.</i></li> </ul>

The Meeting adjourned at 5pm