

# City of SeaTac

## Hotel/Motel Tax Advisory Committee Meeting

March 8, 2017

### Meeting Notes

**Hotel-Motel Members Present:** CM Forschler; Jeff Bauknecht; Cathy Heiberg; Roger McCracken; Wendy Morgan; Richard Scherzinger

**Members Absent:** Caroline Curtis

**Others Present:** Natalie Elert, Dollar Rent-a-Car; Katherine Kertzman, SSRTA; Councilmember Peter Kwon; Steve Marshall, Executive Director, Center for Advance Transportation and Energy Solutions (CATES); John Niles, Research Director, CATES; Joel Wachtel, Resident

**Staff Present:** Jeff Robinson, Acting CED Director/Economic Development Manager; Joe Scorcio, City Manager; Alena Tuttle, Planning Intern; Brianna Burroughs, Associate Planner

AB #	Topic	Disposition
	1. Introductions	
	2. Review and Approve Minutes of February 8, 2017	<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 Heiberg, Morgan second</i></li> </ul>
	3. Presentation by Center for Advacned technology and Energy Solutions (CATES)	<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>Niles provided gave an overview of the Center for Advanced Transportation and Energy Solutions (CATES) and presented a short video about autonomous vehicles.</i></li> <li>• <i>He gave a summary of the proposal to assist the City with a preliminary study and report on how SeaTac could become a pilot city for the use of shared autonomous vehicles.</i></li> <li>• <i>There was a discussion of the factors that would be investigated and what community attributes would be vital to the success of such an undertaking.</i></li> <li>• <i>Marshall discussed the approach to the proposed study and the organizations, agencies and businesses that would be involved in the feasibility analysis.</i></li> <li>• <i>HMAC was generally supportive of the concept and was interested in learning more as additional information was produced.</i></li> </ul>
	4. SkyBridge Research	<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>Tuttle provided a presentation and summary of the research to date on sky bridges in</i></li> </ul>

		<p><i>several locations in the region, throughout the country and around the world.</i></p> <ul style="list-style-type: none"> <li>• <i>There was a discussion on how to move the analysis forward after the committee expressed their appreciation for the work-to-date and support for the concept.</i></li> <li>• <i>Next steps would include outreach to Sound Transit and preliminary financial analysis.</i></li> </ul>
	<p>5. Seattle Southside Regional Tourism Authority (SSRTA) Update</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>Kertzman provided updates on several items including:</i> <ul style="list-style-type: none"> <li>➤ <i>The completion of a Conversion Study</i></li> <li>➤ <i>The most recent ROI date which showed a \$40.31 return for each dollar spent by the SSRTA;</i></li> <li>➤ <i>That the initial State audit of the SSRTA was without any issues;</i></li> <li>➤ <i>FAM conferences ;</i></li> <li>➤ <i>Destination Development Department activities and revenues being generated through partnerships;</i></li> <li>➤ <i>The new Travel Planner;</i></li> <li>➤ <i>Website development;</i></li> <li>➤ <i>The Tall Ships excursions from Des Moines;</i></li> <li>➤ <i>Chamber of Commerce luncheon April 14<sup>th</sup> on Tourism;</i></li> <li>➤ <i>A change to the Fall season for the Tourism Symposium;</i></li> <li>➤ <i>Application to the Port of Seattle for tourism grants;</i></li> <li>➤ <i>DMAI accreditation activities; and</i></li> <li>➤ <i>The airport's commitment to improve way-finding and signage.</i></li> </ul> </li> </ul>
	<p>6. 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>Updates were provided on:</i> <ul style="list-style-type: none"> <li>➤ <i>The Comprehensive Plan amendment process and schedule;</i></li> <li>➤ <i>The new nature park on the Hughes property on Angle Lake;</i></li> <li>➤ <i>Community Leadership Academy;</i></li> <li>➤ <i>Town Hall Meeting;</i></li> <li>➤ <i>Airport Advisory Committee; and</i></li> <li>➤ <i>Sidewalk Committee</i></li> </ul> </li> </ul>
	<p>7. Smith Travel &amp; Department of Revenue Reports</p>	<p><input checked="" type="checkbox"/> Informational Update  <input type="checkbox"/> Recommended for:  <input type="checkbox"/> Approval</p>

		<ul style="list-style-type: none"> <li>• <i>Minimal growth in Occupancy, with good increases in ADR, RevPar and Revenue.</i></li> <li>• <i>D.O.R. report showed a \$2,000 increase over the 2016 January report.</i></li> </ul>
	8. Other Business	<i>Information was provided on a KING 5 Community Conversation with SeaTac residents; the Botanical Garden's Wedding Brochure; Museum of Flight State budget request from the Heritage Capital Projects Fund.</i>

The Meeting adjourned at 5:00pm