

# City of SeaTac

## Hotel/Motel Tax Advisory Committee Meeting

April 12, 2017

### Meeting Notes

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

**Members Absent:**

**Others Present:** Natalie Elert, Dollar Rent-a-Car; Clyde Hill, Resident; Katherine Kertzman, SSRTA; Councilmember Peter Kwon; J.W. Myers, Seattle Outboard Association; Andrea Reay, Seattle Southside Chamber of Commerce; Jim Todd, Resident; Judy Williams, Resident

**Staff Present:** Jeff Robinson, CED Director; Joe Scorcio, City Manager; Lawrence Ellis, Parks & Community Programs Director; Lisa Mulligan SeaTac Chief of Police

AB #	Topic	Disposition
	1. Introductions	
	2. Review and Approve Minutes of March 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 Morgan, Heiberg second</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 2017, first quarter statistical reports and discussed some recent trends of interest to the committee.</i></li> </ul>
	4. Limited Hydro Racing on Angle Lake	<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>Hill and Myers provided information on the Seattle Outboard Association (SOA) and its sponsorship of the September 2016 races on Angle Lake.</i></li> <li>• <i>Outline of plans for races scheduled for September 9 and 10, 2017 was presented and discussed the anticipated increases in both participants and attendees.</i></li> <li>• <i>There was discussion on how to better collaborate with hotels and the SSRTA and to generate additional marketing and publicity for the event.</i></li> <li>• <i>There was no request for funding made.</i></li> </ul>
	5. Fourth of July Fireworks Discussion	<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval

		<p><u>  </u> Approval with modifications  <u>  </u> Denial</p> <ul style="list-style-type: none"> <li>• <i>Hill described the history of the 4<sup>th</sup> of July fireworks and the partnership with the City.</i></li> <li>• <i>He discussed the desire for a bigger show that would allow the fireworks to be viewed from more areas of the city, including the upper floors of the hotels that face toward the show's location.</i></li> <li>• <i>It was explained by hotel representatives that occupancy and rates during this part of the year were normally at their highest.</i></li> <li>• <i>There was discussion as to whether lodging tax funds could assist with future events.</i></li> </ul>
	<p>6. Seattle Southside Regional Tourism Authority Update</p>	<p><u>  X  </u> Informational Update  <u>  </u> Recommended for:  <u>  </u> Approval  <u>  </u> Approval with modifications  <u>  </u> Denial</p> <ul style="list-style-type: none"> <li>• <i>Kertzman gave a summary of current activities and projects at the SSRTA. These included:</i> <ul style="list-style-type: none"> <li>➤ <i>A presentation at the Chamber lunch on the tourism industry.</i></li> <li>➤ <i>Announced that the annual tourism meeting would be held in July and would be a marketing and sales summit.</i></li> <li>➤ <i>Information and examples of the new Travel Planner and Dining Guide.</i></li> <li>➤ <i>Shared samples of the "Backyard" marketing brochures with itineraries.</i></li> <li>➤ <i>Described the new on-line map and itinerary widget.</i></li> <li>➤ <i>Introduced the new "A-Res" project.</i></li> <li>➤ <i>Outlined the hosting of a tour operator meeting in November.</i></li> </ul> </li> </ul>
	<p>7. City Updates</p>	<p><u>  X  </u> Informational Update  <u>  </u> Recommended for:  <u>  </u> Approval</p> <ul style="list-style-type: none"> <li>• <i>Robinson and Scorcio summarized several upcoming events, including:</i> <ul style="list-style-type: none"> <li>➤ <i>Recruitment of Dick's Drive-in; open house for the Highway 509 extension project; Town Hall meeting; and provided the group with the "SeaTac at a Glance" handout.</i></li> </ul> </li> </ul>
	<p>8. Smith Travel and State DOR Reports</p>	<ul style="list-style-type: none"> <li>• <i>The STR was summarized which showed a strong start to 2017 with both year-over-year and year-to date-increases in Occupancy, ADR, RevPar and Revenue.</i></li> <li>• <i>The WA Department of Revenue showed a slight decrease in the February numbers which were reflective of December, 2016.</i></li> </ul>

	9. Other Business	<ul style="list-style-type: none"><li>• <i>Morgan gave an update on the completion of the new pergola at the Botanical Garden, the plant sale scheduled for May 6<sup>th</sup> and the upcoming Japanese Iris event June 24<sup>th</sup> and the Rotary fundraiser on June 25<sup>th</sup>.</i></li><li>• <i>It was suggested that an update from the City on the 24<sup>th</sup> -28<sup>th</sup> Avenue extension project would be a good agenda item for the next meeting.</i></li></ul>
--	-------------------	---

The Meeting adjourned at 5:00pm