

# City of SeaTac

## Hotel/Motel Tax Advisory Committee Meeting

February 14, 2018

### Meeting Notes

**Hotel-Motel Members Present:** Jeff Bauknecht; Wendy Morgan; Cathy Heiberg; Richard Scherzinger; Mary Fischer; Councilmember Forschler

**Members Absent:** Roger McCracken;

**Others Present:** Katie Halse, POS; Katherine Kertzman, SSRTA; Andrea Reay, SSCC; Carl Cole, Chief of Police; Rachel Padgett, BEST; Meagan McGuire, SSRTA; Andy Connor, Genesis Project; Ron Peck, POS; Eric Schinfeld, POS

**Staff Present:** Aleksandr Yeremeyev, Economic Development Strategist; Jeff Robinson, CED Director;

AB #	Topic	Disposition
	1. Introductions	<ul style="list-style-type: none"> <li>• Brief intros</li> </ul>
	2. Review and Approve Minutes of January 10, 2018	<p><input type="checkbox"/> Informational Update</p> <p><input type="checkbox"/> Recommended for:</p> <p style="padding-left: 20px;"><input checked="" type="checkbox"/> Approval(s)</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval with modifications</p> <p style="padding-left: 20px;"><input type="checkbox"/> Denial</p> <ul style="list-style-type: none"> <li>• <i>Motion by Bauknecht, 2<sup>nd</sup> by Heiberg</i></li> </ul>
	3. End Human Trafficking Here. Everywhere. Initiative – Rachel Padgett of BEST Alliance & Eric Schinfeld with Port of Seattle	<ul style="list-style-type: none"> <li>• <i>Eric Schinfeld: briefed the group on the Port's efforts. Expressed the desire to work closely with other stakeholder groups.</i></li> <li>• <i>Padgett from BEST in place of Mar: Provided briefing on what BEST does and the training available. SSRTA has worked with BEST in the past and will continue to work with them. Usually on an annual basis. Reay would like to provide the chamber members access to this training.</i></li> <li>• <i>Organizational partnerships. Kertzman will help facilitate outreach to ensure other smaller hotels have access to the training provided.</i></li> <li>• <i>Connor provided insight on the local area and the resources. Would partner with BEST.</i></li> <li>• <i>CM Forschler would like to get reports on a regular basis.</i></li> </ul>
	4. SeaTac Police Report	<p><input checked="" type="checkbox"/> Informational Update</p> <p><input type="checkbox"/> Recommended for:</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval with modifications</p> <p style="padding-left: 20px;"><input type="checkbox"/> Denial</p> <ul style="list-style-type: none"> <li>• <i>Chief Cole provided an update on the local stats, informed group about new funds to add 6 new officers. 2 motorcycle police officers to assist in traffic control. This was made possible by the new ILA with the Port.</i></li> </ul>
	5. Seattle Southside Regional Tourism Authority Update	<p><input checked="" type="checkbox"/> Informational Update</p> <p><input type="checkbox"/> Recommended for:</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval</p>

\_\_\_Approval with modifications

\_\_\_Denial

*Kertzman and McGuire provided update:*

- *State Audit almost complete – Department of Retirement Audit is under way*
- *Application for accreditation for an international destination marketing agency*
- *Next year accountability audit in regards to the policy*
- *March 8th 2018 next board meeting*
- *2018 Tourism Symposium - 3/9/18 from 3:30-6:00PM*
- *Chamber Mixer – April 25th at 4:00PM*
- *Opportunity fund 2017 projects*
- *Marketing partnerships between airlines and hotel*
- *SEO work – January 2018 60% boost in visits.*
- *Trip advisor – sponsoring Seattle, Tukwila, Des Moines and SeaTac*
- *Do More Save More – 23 participants – conversion and usage is tracked*
- *Seattle Southside TV – working with hoteliers to understand how to best implement*
- *SeaTac Airport Spotlight – DMOs throughout the state. 24 spots and 26 applicants*
- *Mobile Visitor Center – 12 passenger van purchase approved– Blue Angels Event – Must be there; Hydroplane Race; Ashley – will work on the wrap – Spring Summer ready time; Rotary Summer Sift?*
- *MarCom report – Branding the destination – engaging visitors and helping close the deal. Engage with the visitors after their visit.*
- *New: SpotX; LinkedIn; iHeart Radio; UrUp – Reach out about local events.*
- *One on One 2017 – 400+ meetings with planners*
- *Industry involvement - 75 local events – area associations – infrastructure. GOAL – to engage with decision makers*
- *Site Visits and FAMS*
- *Visitor Center & Shuttle Services 20,000 interactions 24,000 riders 57,000 business referrals. Currently 2 visitor Center Staff. Prior to closure of Southcenter – had 7 staff.*
- *Sales Conventions; HelmsBriscoe partnership; Cvent Strategies; Industry engagement – so successful – Janay heavily involved; Visit Seattle and Port of Seattle. Destination West. Hoteliers support this activity – Adding some partnerships. PCMA*

		<ul style="list-style-type: none"> <li>– connect market place</li> <li>• <i>Seahawks and Seawolves – partnerships to host “away” teams</i></li> <li>• <i>Fire Starter Brands – tour operators</i></li> <li>• <i>TourOperatorLand.com – Seattle Southside will get a little icon – square.</i></li> <li>• <i>China Visit – WeChat – WeBu –</i></li> </ul>
	6. Smith Travel and Dept. of Revenue Reports	<p><input checked="" type="checkbox"/> Informational Update</p> <p><input type="checkbox"/> Recommended for:</p> <p><input type="checkbox"/> Approval</p> <ul style="list-style-type: none"> <li>• <i>Scherzinger reviewed the STR and reported all data points are up. Occupancy is up. ADR up 4.0% vs. U.S. average of 2% increase. RevPAR is up 7.5% over 2016.</i></li> </ul>
	7. State Tourism Legislative Issues	<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> <p><i>Ron Peck from Port of Seattle provided an update:</i></p> <ul style="list-style-type: none"> <li>• <i>4SSB 5251 Support a Statewide Tourism Marketing Program –road map – specific areas we want to address</i></li> <li>• <i>This will help compete with California, Oregon and BC, Canada</i></li> <li>• <i>If Passed – Washington State Marketing Authority - 0.2 % - Car Rentals, Hotels and restaurant sales tax.</i></li> <li>• <i>GreenRubino would be the marketing agency</i></li> </ul>
	8. City Updates	<p><i>Robinson provided update</i></p> <ul style="list-style-type: none"> <li>• <i>Lodging tax bond will be retired in 2018.</i></li> <li>• <i>Bond allowable uses are for capital projects</i></li> <li>• <i>Futsal pending information from proponent</i></li> <li>• <i>SeaTac City Hall Open house on February 27<sup>th</sup></i></li> <li>• <i>SAMP – Short-Term and Long-Term plan approach. SASA – South Aviation Support Area – is not included in the Short-Term phase. FAA will oversee the NEPA process, Port will manage the SEPA process with scoping phase to begin this summer. SeaTac, Des Moines, Normandy Park, Tukwila and Burien plan on pooling resources to collaborate on review of the SEPA. Support the comments.</i></li> </ul> <p><i>Morgan Provided update on Highline Botanical Garden activities–</i></p> <ul style="list-style-type: none"> <li>• <i>Neighborhood heritage</i></li> <li>• <i>Flower and Garden show 200 visitors per day – may lead to events</i></li> </ul>

		<ul style="list-style-type: none"> <li>• <i>4Culture Grants – 2 interpretive signs - county is proposing some changes to 4Culture</i></li> </ul>
	9. Other Business	<ul style="list-style-type: none"> <li>• <i>HB 2015 was discussed, which would modify the lodging excise tax to remove the exemption for premises with fewer than sixty lodging units and to tax certain vacation rentals, short-term home-sharing arrangements, and other compensated use or occupancy of dwellings.</i></li> </ul>
	10. Adjourn	The Meeting adjourned at 4:45 pm