

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

March 14, 2018
Meeting Notes

Hotel-Motel Members Present: Jeff Bauknecht; Wendy Morgan; Cathy Heiberg; Councilmember Forschler; Roger McCracken;

Members Absent: Mary Fischer; Richard Scherzinger;

Others Present: Kris Krisologo, Port Jobs; Stephanie Kellner, Port Jobs; Andrea Reay, SSCC; Meagan McGuire, SSRTA; Katherine Kertzman, SSRTA; Clare Gallagher, POS; Clyde Hill, Councilmember; Ron Peck, POS;

Staff Present: Aleksandr Yeremeyev, Economic Development Strategist; Jeff Robinson, CED Director; Kim Cooper, SeaTac Human Services;

AB #	Topic	Disposition
	1. Introductions	<ul style="list-style-type: none"> • Brief intros
	2. Review and Approve Minutes of February 14, 2018	<p>___ Informational Update</p> <p>___ Recommended for:</p> <p> ___ Approval(s)</p> <p> <u>X</u> Approval with modifications</p> <p> <i>Amended Tourism Symposium Date to March 29, 2018</i></p> <p> ___ Denial</p> <ul style="list-style-type: none"> • <i>Motion by Bauknecht, 2nd by Heiberg</i>
	3. Port Jobs Presentation – Cris Krislogo and Stephanie Kellner	<p><i>The presentation included the following information:</i></p> <ul style="list-style-type: none"> • <i>Approximately 19,000 total airport related jobs; In 2017 about 6,000 people visited Port Jobs for assistance-1,000 from SeaTac and 380 were placed into jobs. Assist with employment opportunity/placement, training and badging process.</i> • <i>Broad reach of the employers and partner organizations. Increasing need as the employers find it challenging to find good candidates. Also increasing demand with the airport expansion and addition of restaurants and retail.</i> • <i>Airport University provides college credits and certificate program for people employed at airport related jobs. This is done in partnership with Highline College and South Seattle College. Also work with the Puget Sound Skill Center.</i> • <i>Funding comes from various sources including: Alaska Airlines, United Way, Port of Seattle, City of Seattle.</i> • <i>Alaska Airlines funds a scholarship program</i> • <i>Good collection of data and statistics of the populations served.</i> • <i>Committee members discussed the challenges surrounding attracting, hiring and retaining talent.</i>
	4. SeaTac Police Report	<p><u>X</u> ___ Informational Update</p> <p>___ Recommended for:</p> <p> ___ Approval</p>

		<input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial <ul style="list-style-type: none"> • Chief Cole was absent, but provided printed materials of the general statistics and activity reports.
5. Sustainable Airport Master Plan (SAMP) 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 <i>Clare Gallagher from Port of Seattle provided an update:</i> <ul style="list-style-type: none"> • Brief overview of the forecast assumptions based on FAA forecasts, information from PSRC, carriers and other stakeholders. • Phased approach is planned to address the Near-Term and Long-Term needs and related projects. • Next steps include further planning, environmental reviews and stakeholder outreach.
6. Seattle Southside Regional Tourism Authority Update Smith Travel and Dept. of Revenue Reports		<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval <i>Katherine Kertzman provided an update:</i> <ul style="list-style-type: none"> • HOUSE BILL REPORT E4SSB 5251 Which Creates the Washington Tourism Marketing Authority passed the House and the Senate and was awaiting signature by the Governor. • Tourism Symposium on 3/29/18 • Tourism employs more than 5,000 people within the three member cities. The RTA has impacted the visitor attraction and the amount of money they spend here. The estimated return on investment (ROI) is \$42.86 per every dollar invested in tourism promotion by the RTA.
7. Smith Travel and Dept. 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 <i>Katherine Kertzman provided an update:</i> <ul style="list-style-type: none"> • January – Flat on occupancy • ADR is up – nice REVPAR • Not a huge increase in supply - one hotel closed for remodel, reopened • Demand is flat approx. 1% • Revenue pretty flat – Dec and Jan are usually pretty slow months. • DOR Report 2018 up over 2017
8. State Tourism Legislative Issues – Katherine		<i>See notes above.</i>

	8. City Updates	<i>Yeremeyev provided updates on:</i> <ul style="list-style-type: none">• <i>Synergy in Business</i>• <i>Fence along 188th – Décor/Artwork</i>• <i>Wayfinding project</i>
	9. Other Business	<i>N/A</i>
	10. Adjourn	The Meeting adjourned at 4:45 pm