

# City of SeaTac

## Hotel/Motel Tax Advisory Committee Meeting

**April 11, 2018**  
**Meeting Notes**

**Hotel-Motel Members Present:** Wendy Morgan; Cathy Heiberg; Councilmember Rick Forschler; Roger McCracken; Mary Fischer; Richard Scherzinger;

**Members Absent:** Jeff Bauknecht;

**Others Present:** Andrea Reay, SSCC; Meagan McGuire, SSRTA; Katherine Kertzman, SSRTA; Katie Halse, POS; Peter Kwon, Councilmember; Natalie Elert, Dollar Rent a Car; Carl Cole, Chief of Police

**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 March 14, 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 Morgan, 2<sup>nd</sup> by Heiberg</i></li> </ul>
	4. Seattle Southside Regional Tourism Authority Update – Katherine Kertzman (10 Minutes)	<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> <p><i>Kertzman provided an update:</i></p> <ul style="list-style-type: none"> <li>• <i>Tourism Symposium brief update</i></li> <li>• <i>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.</i></li> <li>• <i>Audit completed, by State auditor and Department of Retirement Systems</i></li> </ul> <p><i>Meghan provided an update on</i></p> <ul style="list-style-type: none"> <li>• <i>Partnership with the Port of Seattle</i></li> <li>• <i>Norwegian cruise inaugural sailing</i></li> </ul>
	5. Smith Travel and Dept. of Revenue Reports / WA Department of Revenue Statistics	<p><input checked="" type="checkbox"/> Informational Update</p> <p><i>Scherzinger provided a summary of the STR report:</i></p> <ul style="list-style-type: none"> <li>• <i>Additional supply of rooms of about 700 rooms in 2017</i></li> <li>• <i>Approx. 1000 rooms coming online in 2018</i></li> <li>• <i>Occupancy slightly lower, ADR is slightly lower, Rev PAR is slightly lower. Overall strong 1<sup>st</sup> quarter slightly higher than Q1 of 2017.</i></li> </ul>
	3. SeaTac Police Department 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>

		<p><i>Chief Cole provided an update:</i></p> <ul style="list-style-type: none"> <li>• <i>Discussed relevant statistics and trends.</i></li> <li>• <i>Vehicle Trespass, gross misdemeanor discussion</i></li> <li>• <i>Increased traffic of vehicles; proposed motorcycle police with traffic patrols.</i></li> <li>• <i>Halse informed of the improved TNC rematch and improved traffic flows.</i></li> <li>• <i>McCracken commented on Air Cargo Road closures and requested better communication to notify all bus operators of possible closures.</i></li> </ul>
	<p>6. City Updates</p>	<p><i>Yeremeyev provided updates on:</i></p> <ul style="list-style-type: none"> <li>• <i>Fund Application Process – Review current application and provide suggestions during the May meeting. Need to discuss tracking of impact of the extra stay criteria, how far in advance to apply and other requirements.</i></li> <li>• <i>Brief discussion of Opportunity Fund – allocating a percentage of the available funding for one day events (shorter events)</i></li> <li>• <i>Councilmember Forschler updated the group about phasing out of Land Use and Parks Committee and replaced it with the Planning and Economic Development (PED) committee.</i></li> <li>• <i>Morgan discussed Master Planning process for the other 5 acres of the garden.</i></li> <li>• <i>The group would like to have the Port of Seattle to provide a presentation on Economic Forecast and Impact Study.</i></li> <li>• <i>The committee also would like to see a Public Works presentation on road improvement plans;</i></li> <li>• <i>Kertzman – mentioned the need to review the budget prior to fund allocation;</i></li> <li>• <i>Councilmember Forschler provided an update on Councilmember Kwon’s effort with the Mail Box initiative, who personally helped install 390 mailboxes over about 4 years. This effort is ongoing.</i></li> <li>• <i>Committee members would like to explore expanding the lockable Mail Box program to the neighbor cities who are members of Soundside Alliance.</i></li> </ul>
	<p>7. Other Business</p>	<ul style="list-style-type: none"> <li>• <i>Kertzman discussed Sports Development Management Position; Seahawks and Seawolves team activity and partnerships and the Starfire Amateur Sports Championship;</i></li> <li>• <i>McGuire provided an update about the Special Olympics, Paddle Board competition. Kristina at SSRTA is looking for volunteers.</i></li> <li>• <i>Halse discussed the Port of Seattle Internship Program which provides mentoring and opportunity to hire these interns. Also mentioned the May 4<sup>th</sup></i></li> </ul>

		<i>SAMP Meeting with the Business Community</i> <ul style="list-style-type: none"><li>• <i>Morgan mentioned the May 5<sup>th</sup> plant sale and other upcoming events.</i></li></ul>
	8. Adjourn	The Meeting adjourned at 4:20 pm