

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

December 13, 2017

Meeting Notes

Hotel-Motel Members Present:; Jeff Bauknecht; Wendy Morgan; Roger McCracken;

Members Absent: Richard Scherzinger; Cathy Heiberg; Mary Fischer

Others Present: Katie Halse, POS; Katherine Kertzman, SSRTA; Lisa Schwartz, SSRTA; Andrea Reay, SSCC;

Staff Present: Aleksandr Yeremeyev, Economic Development Strategist; Steve Pilcher, Planning Manager

AB #	Topic	Disposition
	1. Introductions	
	2. Review and Approve Minutes of October 10, 2017	<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval(s) <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial <ul style="list-style-type: none"> • <i>Lacking quorum to approve minutes</i>
	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"> • <i>Chief Mulligan reported on her promotion and transition. She thanked the committee for the opportunity to work together</i> • <i>She also informed the group that Captain Carl Cole will be the interim replacement until confirmed/ permanently appointed</i> • <i>Cole emphasized community outreach and his top priority to “making everyone safer”</i> • <i>The committee members felt the police reports were a valuable part of the HMAc monthly meetings</i>
	4. Discussion of Potential Code Revisions to Allow Food Trucks in SeaTac	<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"> • <i>Steve Pilcher provided update on current progress of proposed changes to potential code revisions to allow food trucks in SeaTac</i> • <i>Favorable to operators with very little limitations on operators</i> • <i>Goal: to define “mobile food vending”(MFV), to allow MFV in all non-residential zones in both primary use charts and various overlay districts</i> • <i>Summary of SMC Chapter 15.415</i> • <i>Pilcher handed out “Mobile Food Vending Draft Zoning Code Amendments” one-page summary</i>

		<ul style="list-style-type: none"> • <i>McCracken, Reay, Kertzman and Morgan all expressed their support and for allowing MFV within the City of SeaTac and viewed the matter as to increase “Vibrancy and Diversity”</i>
5. Seattle Southside Regional Tourism Authority Update	<p>Run through summary of 7. Smith Travel and Dept. of Revenue Reports</p>	<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> <ul style="list-style-type: none"> • <i>Kertzman and Schwartz reported on current projects and activities at the SSRTA.</i> • <i>They informed the committee about Seattle Southside Television channel to be played in the local hotels, promoting Seattle Southside tourism attractions, similar to “Visit Seattle” programming. Currently working on recruiting hotelier “participation”.</i> • <i>SSRTA will pay out of their budget for this channel; other similar channels are often paid by advertisements.</i> • <i>Content may include seasonal modules, experience-based footage and destination marketing; video will be cross-referenced on the website and the “Do more, Save more” app.</i> • <i>Mentioned the Tourism Symposium at the end of March, 2018.</i> • <i>6.1% increase in demand (rooms booked/sold) for TPA hotels in October; Expedia and Delta Flight + Stay promotion likely had an impact on the positive growth.</i>
6. City Updates		<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> <ul style="list-style-type: none"> • <i>Yeremeyev reported on several current activities, programs and project including:</i> <ul style="list-style-type: none"> ➤ <i>City / Port ILA Agreement Approved</i> ○ <i>Halse commented on the amount of work this required, awareness of the differences, building trust and defining paths forward</i> ➤ <i>Successful Soundside Alliance 4th Annual breakfast update: approximately 138 participants from the public and private sectors. Competing regionally as the five cities.</i> ➤ <i>Brief update on the 2018 Business Outreach Survey and Business Synergy initiative</i>
7. 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"> • <i>Kertzman reviewed the STR and reported all</i>

		<p><i>data points are up. Occupancy rates YTD are up 2.8% and total revenue is up 9.3% YTD. SeaTac projected net lodging tax revenue for 2017 is approx. \$1.4M after bond debt payment.</i></p>
	8. Other Business	<ul style="list-style-type: none"> • <i>McCracken raised the subject of allocating the approximately \$7M in the lodging tax fund towards tourism related projects (to be discussed/defined). No specific suggestions.</i> • <i>Morgan inquired on the format for the annual report by the recipients of the lodging tax funds. Suggested making the fund application process easier/more streamlined as it is currently “uncomfortable” to ask for allocation, however big or small the amount; mentioned the Highline SeaTac Botanical Garden Master Plan for the development of 5.5 acres is planned for 2018 (aspects named: Public, Community, Staffing needs); Would like to have honest conversations to discuss funding needs/plans</i> • <i>Committee discussed potential use of the lodging tax money towards 1-2 day tourism related events</i> • <i>Bauknecht mentioned the Vietnam Veterans commemorative park at the Museum of Flight with free admissions. This will likely attract travelers from all over the United States.</i> • <i>Kertzman mentioned during last year’s HMAC budgeting / fund allocation decision-making meeting, the committee members requested an updated detailed financial report prior to hearing or making future funding allocation decisions.</i> • <i>Opening of the Angle Lake Nature Park trail mentioned.</i> • <i>Futsal Status Update requested</i>
	9. Adjourn	The Meeting adjourned at 4:30 pm