

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

July 11, 2018
Meeting Notes

Hotel-Motel Members Present: Wendy Morgan; Cathy Heiberg; Councilmember Rick Forschler; Mary Fischer; Richard Scherzinger; Jeff Bauknecht; Richard Whaley, Brandi Hanley

Members Absent: Roger McCracken;

Others Present: Meagan McGuire, SSRTA; Carl Cole, Chief of Police; Jon Mattsen, Police Captain; Councilmember Pam Fernald; Laverne McIntyre; Councilmember Peter Kwon

Staff Present: Aleksandr Yeremeyev, Economic Development Strategist; Steve Pilcher, Director CED

AB #	Topic	Disposition
	1. Introductions	<ul style="list-style-type: none"> • Brief intros
	2. Review and Approve Minutes of June 13, 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"> • <i>Motioned, 2nded and approved.</i>
	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"> • <i>Discussed relevant statistics and trends.</i>
	4. Overview next steps and Schedule for Review, Selection and Approval of 2019-2020 Lodging Tax Funding Application Process – Aleksandr Yeremeyev, Economic Development Strategist	<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>Yeremeyev discussed next steps and the upcoming presentation on August 8th.</i></p> <p><i>Bauknecht – Discussed the Budget</i></p> <p><i>McIntyre discussed the Summer Sip – Promotional Event in collaboration with Seattle Southside – Rotary Chapters from Northwest Region host the event to attract members to attend and stay in the area.</i></p> <p><i>Morgan – enquired regarding one day events and allocating an Opportunity Fund of \$10,000 for such events as HydroPlane Races, and similar events.</i></p> <p><i>The group discussed having the \$10,000 allocated for Q1, Q2, Q3, Q4 to ensure access to funds throughout the year. Per One Day event maximum limit of \$2,500 per application and up the committee’s discretion. This amount will be included for approval in the City of SeaTac’s application.</i></p>
	5. Seattle Southside Regional Tourism Authority Update – Meagan McGuire (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>McGuire provided an update:</i></p>

		<ul style="list-style-type: none"> • <i>Business Development</i> • <i>Angle Lake Special Olympics</i> • <i>BrandUSA videos – based on subjects</i> • <i>Seahawks – Gatorade Camp for kids</i> • <i>7 segments of Seattle refined</i> • <i>Pay it forward station – Seattle Chocolates and Freedom Snacks</i>
	6. Smith Travel Report / WA Department of Revenue Statistics (5 minutes)	<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 <p><i>Scherzinger provided a summary of the STR report:</i></p> <ul style="list-style-type: none"> • <i>Slight drop in occupancy. ADR 1.5% increase, considering recent supply, this is solid. Downtown position group slippage impact. RevPAR flat year-over-year. Supply is increasing about 0.8%. Demand slightly lower at 0.6%. October – April are the critical months. These statistics seem to align with the growth of the airport.</i>
	7. City Updates – (10 minutes)	<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 <p><i>Yeremeyev provided update on:</i></p> <ul style="list-style-type: none"> • <i>Business Synergy Report</i> • <i>Discussed articles about pilot’s concerns regarding lodging solutions and how that effects the local lodging industry</i> • <i>Opportunity Zone – Designation received</i> <p><i>The group discussed the dynamics of the local market.</i></p>
	8. Other Business	<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 <p><i>Allocate time at August 8th meeting for brief presentations. Meeting time agreed to be 3-5PM for this meeting only, to provide sufficient time to go through the applications.</i></p> <p><i>Morgan informed the group that a design partner was selected for the master plan of the Highline SeaTac Botanical Garden and shared that Gardening is the largest hobby in the US. The Garden partnered with the City of SeaTac to provide a public park, and the City is contributing to the Master Plan.</i></p>
	9. Adjourn	The Meeting adjourned at 4:50 pm