



4800 South 188th Street
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HOTEL/MOTEL ADVISORY COMMITTEE

January 9, 2019

3:00 – 4:30 PM

Council Chambers - SeaTac City Hall

4800 S. 188th Street

Chair: Councilmember Rick Forschler

AGENDA

- 1. Introductions – All (5 minutes)**
- 2. Review and Approve Minutes of October 10 and November 14, 2018 – (10 minutes)**
 - a. (December 12, 2018 meeting was cancelled)**
- 3. SeaTac Police Department Report – (10 minutes)**
- 4. Trends in the Soundside Alliance Hotel Market – Matthew Behrens Manager, Capital Markets Ops, CBRE Hotels – (30 minutes)**
- 5. Seattle Southside Regional Tourism Authority Update – Katherine Kertzman (5 minutes)**
- 6. Smith Travel Report / WA Department of Revenue Statistics (5 minutes)**
- 7. City Updates – (10 minutes)**
- 8. Other Business**
- 9. Adjourn**

There may be a quorum of the SeaTac City Council in attendance.

Mayor
Erin Sitterley

Deputy Mayor
Clyde Hill

Councilmembers
Rick Forschler
Joel Wachtel
Peter Kwon
Pam Fernald

City Manager
Joseph Scorcio

City Attorney
Mary Mirante Bartolo

City Clerk
Kristina Gregg



Hotel Motel Tax Advisory Committee Meeting Minutes

10/10/2018

3:30-4:30 PM

SeaTac City Hall Council Chamber

Members Present: Wendy Morgan; Councilmember Rick Forschler; Mary Fischer; Richard Scherzinger; Jeff Bauknecht;

Members Absent: Cathy Heiberg; Brandy Mitchell; Roger McCracken;

Staff Present: Aleksandr Yeremeyev, Economic Development Strategist; Steve Pilcher, CED Director; Jon Mattsen, Police Captain; Kyle Moore, Gov't Relations & Communications Manager

Others Present: Meagan McGuire, SSRTA; Katherine Kertzman, SSRTA; Natalie Elert, Dollar Rent a Car; Andrea Reay, Seattle Southside Chamber of Commerce

Commence: 3:05PM

Adjourn: 4:30PM

Staff Coordinator: Steve Pilcher, Director Community and Economic Development Dept.

Staff Liaison: Aleksandr Yeremeyev, Economic Development Strategist

1. Introductions – All	Councilmember Rick Forschler, Committee Chair called the meeting to order at 3:05PM
2. Review and Approve Minutes of September 12, 2018	<input checked="" type="checkbox"/> Approved as Written <input type="checkbox"/> Approved with Modifications <input type="checkbox"/> Recommended for Approval <input type="checkbox"/> Approved
3. Highline SeaTac Botanical Garden Master Plan Presentation – Wendy Morgan	<input checked="" type="checkbox"/> Informational Update Morgan provided the historical background of the garden. Approximately 6,000 visitors per year. 2,000 are tourists from more than 50 miles away, some of them staying in the local hotels and some have layovers. People find the garden by searching online for “things to do near the airport” Approximately 450-600 website visitors per month. Introduced the Master Plan and provided an overview of the plans which include: <ul style="list-style-type: none"> • Possible visitor center • A boardwalk and a children’s nature play area • Wetlands and possible amphitheater • New proposed signage. Funding will be discussed with the board and an update provided.

	<p>Approximate timeline is 10 years for full implementation. Annual budget for the garden is about \$65,000 for 2018 and anticipated to go to around \$80,000 for 2019.</p> <p>Fischer shared that corporate groups are looking for off-site interactive activities while in the area.</p> <p>Yeremeyev asked about an opportunity to track which regions/countries the visitors are coming from to visit the garden and possibility of visually mapping out the diverse visitor base.</p>
<p>4. SeaTac Police Department Report</p>	<p><input checked="" type="checkbox"/> Informational Update Mattsen provided an update on the current activity in the city.</p> <p>The group requested Mattsen to check with the Port of Seattle regarding auto theft activity and preventative measures taken, and to provide an update at the next meeting.</p>
<p>5. Seattle Southside Regional Tourism Authority Update, Overview of Lodging Tax Status</p>	<p><input checked="" type="checkbox"/> Informational Update</p> <p>Kertzman provided an overview of the lodging tax history and current status. The State empowered the counties to manage the tax funds. Cities then must work with the counties regarding any exceptions or projects.</p>
<p>6. Smith Travel Report / WA Department of Revenue Statistics</p>	<p><input checked="" type="checkbox"/> Informational Update General Statistics provided. Increased supply with somewhat flat demand. There is generally more supply with a few major hotel developments in the region coming online this year.</p>
<p>7. City Updates</p>	<p><input checked="" type="checkbox"/> Informational Update / Discussion Yeremeyev provided an update on the Business Synergy Report Phase 1 and distributed copies to the group.</p> <p>The group discussed loitering issues surrounding Rapid Ride and Metro bus stops due to heavy passenger traffic and utilization.</p>
<p>8. Adjourn</p>	<p>Adjourned the meeting at 4:35 PM.</p> <p><i>The next regular meeting will be held on 11/14/2018 in Riverton Room</i></p>



Hotel Motel Tax Advisory Committee Meeting Minutes

11/14/2018
3:00-4:30 PM

SeaTac City Hall Council Chamber – Held in Riverton Room

Members Present: Councilmember Rick Forschler; Mary Fischer; Cathy Heiberg; Brandy Mitchell;

Members Absent: Roger McCracken; Richard Scherzinger; Jeff Bauknecht; Wendy Morgan

Staff Present: Aleksandr Yeremeyev, Economic Development Strategist; Steve Pilcher, CED Director; Jon Mattsen, Police Captain; Mason Giem, Public Works Program Coordinator; Kevin Kelly, General Manager, Recology; Elizabeth Szorad, Waste Zero Specialist, Recology

Others Present: Katherine Kertzman, SSRTA;

Commence: 3:05PM

Adjourn: 4:00PM

Staff Coordinator: Steve Pilcher, Director Community and Economic Development Dept.

Staff Liaison: Aleksandr Yeremeyev, Economic Development Strategist

1. Introductions – All	Councilmember Rick Forschler, Committee Chair called the meeting to order at 3:05PM
2. Review and Approve Minutes of October 10, 2018	<input type="checkbox"/> Approved as Written <input type="checkbox"/> Approved with Modifications <input type="checkbox"/> Recommended for Approval <input type="checkbox"/> Approved October 10 Minutes were not reviewed due to lack of quorum.
3. SeaTac Police Department Report	<input checked="" type="checkbox"/> Informational Update Mattsen provided an update on the current activity in the City.
4. Solid Waste Sustainability Adjustment Impacts – Mason Giem Public Works Program Coordinator	<input checked="" type="checkbox"/> Informational Update Giem and 2 Recology representatives provided an update on the global recycling landscape. In July 2017, China announced to the WTO new recycling standards. This changed the way recyclers and waste collectors operate. Additionally, the cost of recycling has increased and the sorting of recycled materials is more thoroughly scrutinized.
5. Seattle Southside Regional Tourism Authority Update	<input checked="" type="checkbox"/> Informational Update Kertzman provided an overview of the Anti-Human Trafficking Training for the hotels provided by Business Ending Slavery and Trafficking

	(BEST) organization. This training is available for free and recommended for hospitality related and other businesses.
6. Smith Travel Report / WA Department of Revenue Statistics	<input checked="" type="checkbox"/> Informational Update General Statistics provided. Increased supply with somewhat flat demand. There is generally more supply with a few major hotel developments in the region coming online in 2018.
7. City Updates	<input checked="" type="checkbox"/> Informational Update / Discussion Yeremeyev provided an update on the Business Synergy Report Phase 1 and distributed copies to the group. The group discussed loitering issues surrounding Rapid Ride and Metro bus stops due to heavy passenger traffic and utilization. Group discussed the subject of Destination International and possible appeal to the Tech gaming industry Group requested clarity on what a possible convention center feasibility study would analyze and Councilmember Forschler provided some context on the desire to explore a “convention/gathering midsize space” supportive of tourism industry and complimentary to the existing market.
8. Adjourn	Adjourned the meeting at 4:00 PM. <i>The next regular meeting will be held on 12/12/2018 in the City Hall Council Chamber</i>

STR Summary Report for November 2018

Occupancy (%)	Year To Date		
	2016	2017	2018
This Year	79.1	81.4	79.0
Last Year	80.5	79.1	81.4
Percent Change	-1.7	2.9	-2.9

ADR	Year To Date		
	2016	2017	2018
This Year	122.81	128.79	131.70
Last Year	117.53	122.81	128.79
Percent Change	4.5	4.9	2.3

RevPAR	Year To Date		
	2016	2017	2018
This Year	97.15	104.78	104.01
Last Year	94.61	97.15	104.78
Percent Change	2.7	7.9	-0.7

Supply	Year To Date		
	2016	2017	2018
This Year	2,618,385	2,647,009	2,803,199
Last Year	2,557,480	2,618,385	2,647,009
Percent Change	2.4	1.1	5.9

Demand	Year To Date		
	2016	2017	2018
This Year	2,071,312	2,153,640	2,213,866
Last Year	2,058,764	2,071,312	2,153,640
Percent Change	0.6	4.0	2.8

Revenue	Year To Date		
	2016	2017	2018
This Year	254,380,324	277,361,671	291,555,621
Last Year	241,969,713	254,380,324	277,361,671
Percent Change	5.1	9.0	5.1

Census %	Nov
Census Props	58
Census Rooms	8634
% Rooms Participants	93.8