



Hotel Motel Tax Advisory Committee Meeting Minutes

5/8/2019

3:05 - 4:30 PM

SeaTac City Hall Council Chamber

Members Present: Councilmember Stanley Tombs; Cathy Heiberg; Brandi Mitchell; Wendy Morgan; Richard Scherzinger

Members Absent: Jeff Bauknecht

Staff Present: Aleksandr Yeremeyev, Economic Development Strategist; Steve Pilcher, CED Director; Jon Mattsen, SeaTac Police Department;

Others Present: Katherine Kertzman, SSRTA; Lisa Schwartz, SSRTA; Meagan McGuire, SSRTA; Andrea Reay Chamber of Commerce; Angie Martinez, Hilton Garden Inn; Gabriel Scheer, Lime Bikes/Scooters;

Commence: 3:05PM

Adjourn: 4:50PM

1. Introductions – All	Councilmember Stanley Tombs, Committee Chair called the meeting to order at 3:05PM
2. Review and Approve Minutes of March 13, 2019	<input checked="" type="checkbox"/> Approved as Written
3. Lime Transportation Solutions	<ul style="list-style-type: none"> • Riders are self-insured as if you are riding your own bicycle, • Helmets required by law and stated on app and transportation vehicle technically not very strictly enforced, • Lime is insured and indemnifies cities • Where can Lime add value to SeaTac 1. Transit coming to and from SeaTac – first and last mile connection 2. People who work at the airport or in the community, going to work/lunch/elsewhere. Usually 1 mile trip on average. Average speed about 5 MPH. 20% travel to public transportation, 30% of riders avoided using a vehicle. Tacoma about 500 units almost 100% get recharged every night. 15 people repairing them, and maybe charging them. Market about 3-4 rides, on heavy days 6-8 rides per day • If/when operating in a neighborhood. Placed in a lime hub at the beginning of the day. Juicers – who charge \$4-20 dollars per juicing, charges about 4 hours. Next morning placed at designated Lime Hub. • \$1 per use plus about \$0.19 per minute – federal or state discount programs with a non-smart phone and no bank account. • Who is using them and how often – Lots of trips between bus and trips to the train.

	<ul style="list-style-type: none"> • 1 year permit for some, but some are longer. Some do an RFP process, some operate just with a business license. • San Francisco bay area, has some good presence • How many scooters to deploy? Tacoma started with 250, if there are 3 plus rides per day, then add the number of scooters. Maybe start with 100 to start with. (Seattle, bikes, and cars, Everett Scooters, Spokane scooters and bikes? Etc) • How many accidents per ride? Not many of ones involved with vehicles • Scooter Study (CBC) 30% of all accidents happen on the first ride, most of the injuries are scrapes, • Under influence operating? Math problems before unlocking, other technology solutions, still a personal choice, perhaps better to choose a scooter vs car. • Trip chaining, scooter one way and Uber back, certainty of trip.
<p>4. SeaTac Police Department Report</p>	<p>Mattsen provided general stats on activity within the City. Overall crime activity steady without spikes. Vehicle prowling usually rises during summer months. Homeless encampments and undesirable behaviors are a concern.</p> <p>Police Department Meet and Greet with Hotel/Motel industry event recap: 32 out of 36 RSVPd, well attended. Planning to host such types of events in the future also for other industries.</p> <p>Mattsen encouraged the attendees to reach out with crime prevention requests as the Police Department can provide these trainings free of charge. The next Policy Department Meet and Greet event will be with retail establishments and small businesses.</p>
<p>5. Process for considering new funding requests</p>	<p>Pilcher and Yeremeyev facilitated the conversation of funding process. Will explore expanding Lodging Tax Funding Requests Outside Biennial Budget Process</p>
<p>6. Funding request for Highline SeaTac Botanical Garden Learning Center</p>	<p>Kertzman presented on the funding request for a feasibility study for the Highline SeaTac Botanical Garden to function as the regional garden hub and learning center. Initial idea was part of the garden’s master plan previously completed by the City. Garden Tourism - Garden visits happen during the summer and the planning and learning occur throughout fall, winter and spring – typical shoulder season for the hotel industry. Garden Conservatory includes over 100 public gardens. SeaTac can potentially serve as the Hub for Garden Tourism, regionally it is the central location. FOCUS would include: Garden Tours and Traveling Groups – experiential tours, conferences, conventions, Master Gardner meetings, plant species groups. Expanded facilities may include Farm to Kitchen concepts, demonstration kitchen, indoor atrium, An apiary area, restrooms and open air and covered facilities.</p> <p>The Garden Tourism Taskforce is requesting a “not to exceed \$50,000” feasibility funding to test the concept and do the research.</p>

	<p>Members asked whether there are examples of potential events/associations to approach/target and Kertzman shared some preliminary options.</p> <p>The example of North Cascade Institute venue was discussed briefly: 120 room retreat – similar concept. Members also asked whether an RFP would be used to select a consultant and were assured that would be the case. The HMAC members requested some time to review the topic and discuss it at the next meeting on June 12th.</p>
<p>7. Seattle Southside Regional Tourism Authority Update</p>	<p><input type="checkbox"/> Informational Update</p> <p>Kertzman provided an update:</p> <ul style="list-style-type: none"> • Successful completion of audits for the three-year period • Looking to hire an experienced controller • Department of Revenue is transitioning to a new website and a new way of reporting the lodging and sales taxes. This is slowing down the flow of information. This will delay reporting ability. <p>Kertzman introduced the subject of marketing motel/hotel establishments less than 90 rooms and not paying the TPA assessment and has serious bedbug. The RTA Board made a resolution for anyone under 2-star rating not be marketed by the RTA and the RTA needs help/direction from the City and the HMAC committee on how to best approach this issue.</p>
<p>8. Smith Travel Report / WA Department of Revenue Statistics</p>	<p><input checked="" type="checkbox"/> Informational Update</p> <p>Scherzinger provided general statistics from the STR report. Demand has been mitigated by additional supply. Revenues have been strong during this period.</p>
<p>9. City Updates</p>	<p><input checked="" type="checkbox"/> Informational Update / Discussion</p> <p>No Discussion.</p>
<p>10. Other Business</p>	<p>None</p>
<p>11. Adjourn</p>	<p>Adjourned the meeting at 4:50 PM.</p> <p><i>The next regular meeting will be held on 6/12/2019 in the City Hall Council Chamber</i></p>