

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

October 13, 2010

Meeting Notes

Hotel-Motel Members Present: Mayor Terry Anderson, Chair; Pat Baker; Cathy Heiberg; Nancy Hinthorne; Naomi Ishikawa, Frank Welton

Members Absent: Jeff Hart; Roger McCracken; Jerry Stotler;

Others Present: Tammy Blount, WSDMO; Natalie Elert, Dollar Rent-a-Car; Rick Forschler, SeaTac City Council; Earl Gipson, G&S; Katherine Kertzman, SSVS; Elizabeth Paulsen, CeSI; .

Meeting Duration: 3:00 – 4:30 p.m.

Staff Present: Jeff Robinson, Interim ACM / Economic Development Manager; Captain Annette Louie, SeaTac Police Department; Al Torrico, Sr. Planner;

AB #	Topic	Disposition
	2. Adoption of Minutes of August 11, 2010 – Mayor Anderson	<input type="checkbox"/> Informational Update <input checked="" type="checkbox"/> Recommended for: <input checked="" type="checkbox"/> Approval(s) <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial Motion by Heiberg, Second by Hinthorne
	3. Report from SeaTac Police Department -- Captain Annette Louie	<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 <input type="checkbox"/> Referred to: City Council <ul style="list-style-type: none"> • Captain Louie reported on year-to-date crime statistics which show no significant increases over 2009. • Louie gave an update on the work of task forces now underway in the City. • An overview of the new on-line crime statistic reports was given and examples of the reports were distributed to the committee.
	4. Washington State Tourism Funding Informational Update – Katherine Kertzman, Tammy Blount	<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 <input type="checkbox"/> Referred to: City Council <ul style="list-style-type: none"> • <i>Kertzman introduced Tammy Blount, the VP of</i>

		<p><i>the Washington State Destination Marketing Organization (WSDMO), who provided a summary of the current status of funding for tourism promotion at the state level.</i></p> <ul style="list-style-type: none"> <i>• Blount described the purpose and mission of the WSDMO and gave examples of how important an economic engine tourism spending is for state and local governments in terms of jobs, tax revenues and business success.</i> <i>• She described the effort currently underway to research new models to support tourism funding at the state level. The importance of having a broad-based solution and a more inclusive funding model was stressed.</i> <i>• Some options that have surfaced include a statewide non-profit organization, a public / private partnership or continuing to have the state be the point for funding and marketing of tourism promotion through the Department of Commerce.</i>
	<p>5. SSVS Workplan Update – Katherine Kertzman</p>	<p><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 <input type="checkbox"/> Referred to:</p> <ul style="list-style-type: none"> <i>• Kertzman gave an overview of the draft workplan for SSVS in 2011 and distributed copies of the plan to the committee. She indicated that the workplan with budget numbers would be distributed at the next H/M Committee meeting.</i>
	<p>6. Report form Multi-Update on SeaTac-specific Marketing Strategy – Elizabeth Paulsen</p>	<p><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 <input type="checkbox"/> Referred to:</p> <ul style="list-style-type: none"> <i>• Paulsen provided a Powerpoint presentation that summarized the impacts of the new on-line marketing program.</i> <i>• She indicated that the number of conversions to lodging reservations was continuing to grow month by month, and of the 57 conversions in September from the SSVS website, 54 were in SeaTac hotels or motels. She further stated that this conversion rate was 8 times higher than any other visitor’s organization in the country utilizing the same booking engine.</i> <i>• Paulsen described the next steps in refining the on-</i>

		<i>line ads and making sure that the most effective placements and ad types were being used.</i>
	7. STR Discussion – Frank Welton	<p><u>X</u> Informational Update</p> <ul style="list-style-type: none"> • <i>Welton reported that it looks as though the bottom has been hit and that occupancy has continued to increase monthly.</i>
	8. Other Business	<ul style="list-style-type: none"> • <i>Robinson gave an overview of the City’s budget process and schedule for adoption by the City Council.</i> • <i>Robinson reported on the funding for the Highline Botanical Garden being tentatively approved by the City Council at a budget retreat from sources other than the H/M Tax revenues.</i> • <i>Al Torrico received input from the committee on issues that needed to be discussed with the Port, which included SSVS signage, routing of shuttles and the 182nd exit from the airport.</i>