

# City of SeaTac

## Hotel/Motel Tax Advisory Committee Meeting

August 11, 2010

### Meeting Notes

**Hotel-Motel Members Present:** Mayor Terry Anderson, Chair; Pat Baker; Jeff Hart; Cathy Heiberg; Nancy Hinthorne; Naomi Ishikawa, Roger McCracken

Members Absent: Jerry Stotler; Frank Welton

**Others Present:** Mike Bush, Museum of Flight; Doris Cassan, Dollar Rent-a-Car; 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 – 5:00 p.m.

**Staff Present:** Jeff Robinson, Interim ACM / Economic Development Manager; Al Torrico Sr. Planner; Reid Bennion, Management Intern

AB #	Topic	Disposition
	2. Adoption of Minutes of July 14, 2010 – Mayor Anderson	<u>  </u> Informational Update <u>  X  </u> Recommended for: <u>  X  </u> Approval(s) <u>  </u> Approval with modifications <u>  </u> Denial  <u>  </u> Motion by Hinthorne, Second by Heiberg
	3. Discussion and Selection of 2011 H/M Tax Fund Applications - Group	<u>  X  </u> Informational Update <u>  </u> Recommended for: <u>  X  </u> Approval (3) <u>  </u> Approval with modifications <u>  X  </u> Denial (2)  <u>  X  </u> Referred to: City Council Robinson reviewed the proposals presented at the July 14 <sup>th</sup> meeting and the Committee discussed each proposal individually. <ul style="list-style-type: none"> <li>• <i>Seattle Southside Visitor Services, (Motion to Approve: McCracken, Second, Heiberg; Motion Carried)</i></li> <li>• <i>SW King County Chamber of Commerce, (Motion to Approve: McCracken; Second, Heiberg; Motion Passed) Hinthorne Abstained.</i></li> <li>• <i>Museum of Flight, (Motion to Approve: Heiberg; Second, Hart: Motion passed)</i></li> <li>• <i>Anthony Spain, NW Symphony Orchestra (Motion to Deny: McCracken; Second, Ishikawa: Motion Passed)</i></li> </ul>

		<ul style="list-style-type: none"> <li>• <i>SW King County Economic Development Initiative / Business Attraction Program, (Motion to Deny: Heiberg; Second, Hart: Motion Passed)</i></li> </ul>
	<p>4. Presentation of Proposed 2011 H/M Tax Supported City Projects – Jeff Robinson</p>	<p><input checked="" type="checkbox"/> Informational Update  <input type="checkbox"/> Recommended for:  <input checked="" type="checkbox"/> Approval (4)  <input type="checkbox"/> Approval with modifications  <input type="checkbox"/> Denial</p> <p><input checked="" type="checkbox"/> Referred to: City Council</p> <ul style="list-style-type: none"> <li>• <i>Robinson made presentations on the proposed 2011 City of SeaTac expenditures from the Hotel/Motel Tax Fund.</i></li> <li>• <i>Market Data Research, (Motion to Approve: Hinthorne; Second, Hart: Motion Passed)</i></li> <li>• <i>Redevelopment Coordination, (Motion to Approve: McCracken; Second, Hart: Motion Passed)</i></li> <li>• <i>Multi-Sports Complex Study, (Motion to Approve: McCracken; Second, Hart: Motion Passed)</i></li> <li>• <i>Economic Development Marketing, (Motion to Approve: McCracken; Second, Hart: Motion Passed)</i></li> </ul>
	<p>5. STR Report Discussion – Jeff Hart</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</p> <p><input type="checkbox"/> Referred to:</p> <ul style="list-style-type: none"> <li>• <i>Consensus that the industry is showing “green shoots” with Occupancy and RevPar both showing signs of steady improvement.</i></li> </ul>
	<p>6. Report form Multi-Sports sub-committee – Katherine Kertzman, Jeff Robinson</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</p> <p><input type="checkbox"/> Referred to:</p> <ul style="list-style-type: none"> <li>• <i>An update and summary of the first meeting was provided. Robinson reported that he was working on a draft RFP for consulting assistance to study the viability of the concept and that if approved by the City Council, the study would be conducted early 2011.</i></li> </ul>

	<p>7. Update on SeaTac-specific Tourism Marketing – Katherine Kertzman, Elizabeth Paulsen</p>	<p><u>X</u> Informational Update <i>It was reported that the website went live on July 22<sup>nd</sup> and increased traffic has already occurred. The tracking of visits is working as planned. From July 22 to August 9<sup>th</sup> there were approximately 3,400 visits to the SeaTac lodging page.</i></p>
	<p>8. Other Business</p>	<p><i>Al Torrico was introduced to the committee as the liaison to the Port of Seattle. Torrico explained his role and asked for input from the committee on appropriate potential issues that might be addressed through his work with the Port. Directional signage in and from the airport to the SSVS Visitor Center was identified as were issues regarding shuttle services and the routing of shuttles to and from the park &amp; fly lots and hotels.</i></p>