

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

May 12, 2010

Meeting Notes

Hotel-Motel Members Present: Substitute Chair, Councilmember Ralph Shape; Jeff Hart; Cathy Heiberg; Roger McCracken; Jerry Stotler; Frank Welton
Members Absent: Nancy Hinthorne

Others Present: Patrick Baker, Alaska Airlines; Doris Cassan, Dollar; Natalie Elert, Dollar Rent-a-Car; Rick Forschler, SeaTac City Council; Katherine Kertzman, SSVS; Kenneth Lee, Dollar Development; Wendy Morgan, Highline Botanical Garden Foundation; Perry Wall, Clarion Hotel

Meeting Duration: 3:00 – 4:30 p.m.

Staff Present: Jeff Robinson, Interim Assistant City Manager / Economic Development Manager

AB #	Topic	Disposition
	2. Adoption of Minutes of April 14, 2010 – CM Shape	<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 <input type="checkbox"/> Motion by McCracken, Second by Hart
	3. Seattle Southside Visitor Services (SSVS) – Katherine Kertzman	<input 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: <ul style="list-style-type: none"> • <i>Kertzman provided information and a mock-up of the new vacation planner which will be available on-line. The impetus for the change is to move away from a directory-style document to something that also includes feature stories and other information about Seattle Southside tourism venues and activities. She explained that the planner will still have detailed information on the tourism-related businesses in the area in directory format. In addition the new format will have paid advertising to help defray the cost of production. There will be at least two additional drafts of the planner and the Committee will be asked to give feedback.</i> • <i>Kertzman reminded the Committee of the SSVS</i>

		<p><i>grand opening of the new offices at 3100 South 176th Street in SeaTac. The event will occur on Thursday May 13th between 4 & 8pm. Committee members expressed their gratitude for the work that SSVS has done over the years and how pleased they were to have the headquarters in SeaTac.</i></p> <ul style="list-style-type: none"> • <i>It was announced that this week is National Travel and Tourism Week, and that here in Washington State there has been a big reduction in State funding for tourism efforts and with the Washington State Visitors and Convention Bureau now designated as a Public facilities District, future transfers of funds to statewide efforts will be discontinued. Stotler asked where in the U.S. the state ranks for tourism funding and Kertzman replied, last.</i> • <i>SSVS will be hosting a meeting in SeaTac of industry thought leaders for the WA State Tourism Commission to begin developing options for a new funding model to support tourism promotion efforts.</i>
	<p>4. Smith Travel Report Discussion – Jerry Stotler</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"> • <i>Stotler reviewed the most recent STR report and noted that occupancy was moving upward slowly, but surely. Rates remain lower but with downtown beginning to raise rates there should be upward movement here as well. The group agreed that the third quarter of 2010 looks positive and that RevPar is being positively forecasted for year-end numbers.</i> • <i>CM Shape asked about the impact, if any, thus far from the airport light rail station. Hart responded that it seems to be making a difference in group reservations.</i> • <i>Kertzman announced that there are more south-end hotels being booked this year for the Rock & Roll marathon and she thinks it has a direct correlation to the light rail service from downtown to the airport.</i>
	<p>5. Discussion of SeaTac-specific Tourism</p>	<p><input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for:</p>

	Project – CM Shape	<input type="checkbox"/> Approval <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial <input type="checkbox"/> Referred to: <ul style="list-style-type: none"> • <i>CM Shape announced that the City Council had approved funding of \$90,000 for the SeaTac specific Tourism project to cover the last 6 months of the year.</i>
	6. 2011 H/M Funding Request for Proposals – Jeff Robinson	<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <ul style="list-style-type: none"> <input type="checkbox"/> Approval <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial <input type="checkbox"/> Referred to: <ul style="list-style-type: none"> • <i>Robinson announced that applications would be sought for funding from the H/M Tax Fund for 2011 in late May with deliberation by the committee in July.</i> • <i>A discussion ensued regarding the use of the tax funds both current revenues and the reserves on hand. A request was made to bring a detailed accounting of the use of funds in 2010 including those for internal City operations and projects.</i> • <i>Welton suggested that a strategic discussion take place regarding potential capital expenditures of the funds and asked that a presentation be made at the next meeting by Ralph Morton of the Seattle Sports Commission.</i> • <i>The committee spoke to the need for ample funding of SSVS and the need to maintain and grow the organization’s ability to adequately support their mission.</i>
	7. Recommendation for new Committe members.	<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <ul style="list-style-type: none"> <input type="checkbox"/> Approval <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial <input type="checkbox"/> Referred to: <p><i>CM Shape announced that Mayor Anderson would be making recommendations to the City Council for the two current openings on the committee at the may 25th regular council meeting.</i></p>
		<i>The meeting adjourned at 5:00 pm</i>