

# City of SeaTac

## Hotel/Motel Tax Advisory Committee Meeting

April 14, 2010

### Meeting Notes

**Hotel-Motel Members Present:** Chair, Mayor Terry Anderson; Cathy Heiberg; Nancy Hinthorne; Roger McCracken; Jerry Stotler  
**Members Absent:** Jeff Hart; Frank Welton

**Others Present:** Ashley Comar, SSVS; Benita Corley, Clarion Hotel; Natalie Elert, Dollar Rent-a-Car; Rick Forschler, SeaTac City Council; Max Janow, Red Roof Inn; Katherine Kertzman, SSVS; Kenneth Lee, Dollar Development; Sonny Mehta, Comfort Inn & Suites; Elizabeth Paulsen, CeSI; Perry Wall, Clarion Hotel

**Meeting Duration:** 3:00 – 5:00 p.m.

**Staff Present:** Jeff Robinson, Economic Development Manager; Captain Annette Louie, SeaTac Police Department

AB #	Topic	Disposition
	2. Adoption of Minutes of March 10, 2010.	<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 Stotler
	3. Update 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: <ul style="list-style-type: none"> <li>• <i>Captain Louie gave an overview of recent events in the city and updated the committee on new items and those that had been previously discussed at meetings earlier in the year. The Captain spoke about a recent check kiting operation that involved a local bank. The SeaTac Police were notified made contact with the suspect and made an arrest. The Department was able to discern that this was not an isolated incident but one that involved many locales across the country.</i></li> <li>• <i>Captain Louie reported that a coin-op thief that had been active last year f was back in operation in Kent and Tukwila and asked the Hotels to be</i></li> </ul>

		<p><i>watchful.</i></p> <ul style="list-style-type: none"> <li>• <i>Another coin-op theft ring has surfaced and uses three people – one to distract and two for the break-in.</i></li> <li>• <i>There was a discussion on a new anti-prostitution ordinance that was being implemented in Seattle that does not require public signage but results in similar consequences to the State statute passed in 2009.</i></li> <li>• <i>Captain Louie also reported that car thefts were drastically down from prior years.</i></li> </ul>
	<p>4. SSVS Update –  Katherine Kertzman</p>	<p><u>X</u> Informational Update  ___ Recommended for:  ___ Approval  ___ Approval with modifications  ___ Denial  ___ Referred to:</p> <ul style="list-style-type: none"> <li>• <i>Kertzman reported that the Westfield shuttle ridership has increased over the past few months due in large part to the new schedule. She also reported that the shuttle graphic wrap will need to be replaced next year due to wear. It was suggested that the wrap brand SSVS and give note to the fact that it is funded by the City of SeaTac hotels. Stotler asked to have a photo of the current condition and Kertzman agreed to provide one.</i></li> <li>• <i>Kertzman announced the Grand opening day at the new office in SeaTac and urged everyone to attend. The date is May 13<sup>th</sup> at 4p.m.</i></li> <li>• <i>Stotler reviewed the most recent STR report and noted that things were occupancy was moving upward slowly, but surely.</i></li> </ul>
	<p>5. Discussion of SeaTac-specific Tourism Marketing Concept –  Jeff Robinson /  Katherine Kertzman /  Elizabeth Paulsen /  Ashley Comar</p>	<p><u>X</u> Informational Update  <u>X</u> Recommended for:  <u>X</u> Approval  ___ Approval with modifications  ___ Denial  ___ Referred to:</p> <ul style="list-style-type: none"> <li>• <i>The group presented the SeaTac specific marketing concepts and noted that the main focus was to catch people at the point of decision. This will be accomplished by having direct links to the SeaTac lodging pages on the SVSS website and will be pop-ups and banner ads that will show on the web pages that travelers are visiting when making plane reservations.</i></li> <li>• <i>The project will be very targeted to the most</i></li> </ul>

		<p><i>important consumer groups and multiple words, phrases and banners will be analyzed regularly to make sure that most effective means of marketing is utilized, based on reservations made through the website.</i></p> <ul style="list-style-type: none"> <li>• <i>After hearing the presentation McCracken, Janow and Lee attested to the success that they have all had with similar approaches.</i></li> <li>• <b><i>Motion by McCracken, second by Heiberg to recommend the proposed budget of \$180,120 for the next 12 months. Motion Passed</i></b></li> </ul>
	<p>6. Recommendation for new Committee member.</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"> <li>• <i>Mayor Anderson reported on the process to select a new Hotel position for the Committee to replace Carl Anderson. She stated that the two candidates that were considered were both excellent and that she wished there was room for both. She announced that Naomi Ishikawa of the Radisson Hotel was her recommended selection. The Committee asked that Ms Ishikawa's resume be forwarded to them and Robinson would make sure that occurred.</i></li> <li>• <i>Mayor Anderson also announced that she is in the process of making her selection for the non-hotel position that needs to be filled due to Tom Dantzler's resignation from the Committee.</i></li> </ul>
	<p>7. Other Business</p>	<p><i>Stotler and McCracken gave an update on the Port's van consolidation plans and announced that the final report would be released and discussed at a meeting on April 21<sup>st</sup>.</i></p>
<p><i>The meeting adjourned at 5:00 pm</i></p>		