

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

January 13, 2010

Meeting Notes

Hotel-Motel Members Present: Chair, Councilmember Terry Anderson; Nancy Hinthorne; Roger McCracken; Frank Welton

Members Absent: Carl Anderson; Tom Dantzer; Jeff Hart; Cathy Heiberg; Jerry Stotler;

Others Present: Chris Boysen, Boysen & Boysen; Doris Cassan, Dollar Development; Ashley Comar, SSVS; Benita Corley, Clarion Hotel; Natalie Elert, Dollar Rent-a-Car; Pam Fernald, SeaTac City Council; Rick Forschler, SeaTac City Council; Earl Gipson, Citizen; Claire Hendrickson, Highline Botanical Society; Andrew Jaillet, CRJ Construction; Katherine Kertzman, SSVS; Kenneth Lee, Dollar Development; Wendy Morgan, Highline Botanical Society; Dawna Weight, Clarion Hotel

Meeting Duration: 3:00 – 5:00 p.m.

Staff Coordinator: Jeff Robinson, Economic Development Manager

AB #	Topic	Disposition
	2. Adoption of Minutes of November 12, 2009 Committee meeting	__ Informational Update <u> X </u> Recommended for: __ Approval __ Approval with modifications __ Denial <u> X </u> Referred to: Next meeting due to a lack of quorum.
	3. Presentation from Highline Botanical Society: Wendy Morgan and Claire Hendrickson	<u> X </u> Informational Update _____ Recommended for: __ Approval __ Approval with modifications __ Denial ___ Referred to: <ul style="list-style-type: none"> • <i>Morgan and Hendrickson gave a video presentation describing the Botanical Gardens and the history of the Botanical Society. They described in detail the organization's budget, including the operating and capital components. A discussion ensued regarding how the Gardens can be more of an amenity to out-of-town guests including those desirous of a venue for weddings and other special events. Morgan described the current fund-raising strategy that involved approaching local and national foundations and increased memberships. She asked the committee to consider assistance from the Hotel/Motel Tax</i>

		<p><i>Fund of \$20,000. Because there was not a quorum present and due to the budgeting process having concluded for 2010, the committee decided to have a discussion about this at the February meeting.</i></p>
	<p>4. Update on SSVS 2009 Accomplishments and Discussion of 2010 Workplan: Katherine Kertzman and Ashley Comar, SSVS</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 and Comar reviewed the 2009 accomplishments of the SVSS and for the Seattle Southside tourism market. An overview of the new branding and media campaigns was provided and examples of the newly designed logo were shared with the group. They announced that the organization would soon be moving into its' new offices in SeaTac and that there would be an open house for all after SVSS staff had settled into the new facility. An overview of the 2010 workplan was shared with the group and consensus was that the committee should continue to do everything possible to help the organization with its mission of assisting the local tourism sector.</i>
	<p>5. Review of December 7th Downtown Open House: 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 <input type="checkbox"/> Referred to: Subcommittee</p> <ul style="list-style-type: none"> <i>Robinson gave an overview of the Downtown Open house that was held on December 7, 2009. He reviewed the objectives of the open house and reported on the straw poll that was conducted with participants at the event. A summary of the results and a FAQ based on the comments and questions that arose from the Open House will be posted on the City's website soon. Those attendees that provided written comments and gave either a mailing or e-mail address will be sent the FAQs and the results directly. A discussion ensued about the current direction the City was taking with regard to the downtown area and it was agreed that with the changing economy, new information from the market study</i>

		<i>and other issues being considered, such as the Airport Station Zoning Overlay, now is a good time to re-assess the direction the project is headed. Mayor Anderson, and Councilmembers Fernald and Forschler reiterated that this was the current thinking of the City Council.</i>
	6. Presentation of Preliminary Results from the Airport Station Area Retail, Entertainment and Dining market Study,,: Robinson	<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"> • <i>Robinson gave the Committee a report on the most recent draft of the Airport Station Area Retail, Entertainment and Dining Market Study, and informed the group that Jon Eisen from StreetSense would be presenting the findings from the study at the January 26th LUP and City Council meetings.</i>
	7. Other Business	<ul style="list-style-type: none"> • <i>McCracken asked that a discussion of the Inter-local Agreement for Tourism services be placed on next month's agenda.</i>
	8.. Adjourn	<i>The meeting was adjourned at 5:00</i>