



# Hotel Motel Tax Advisory Committee Meeting Minutes

1/8/2020

3:00 - 4:30 PM

SeaTac City Hall Council Chamber

**Members Present:** Mayor Erin Sitterley; Brandi Mitchell; Jeff Bauknecht; Wendy Morgan; Rich Scherzinger

**Members Absent:** Cathy Heiberg - excused

**Staff Present:** Aleksandr Yeremeyev, Economic Development Manager; Steve Pilcher, CED Director; Jon Mattsen, Police Chief; Troy Smithmeyer, Sergeant Detective; Kate Kaehny, Senior Planner; Gwen Voelpel, Deputy City Manager;

**Others Present:** Katherine Kertzman, SSRTA; Andrea Reay, Seattle Southside Chamber of Commerce; Christina (Boysen) Palicka, Boysen – Boysen; Jacob Varcas Green Rubino; Lynn Parker, Green Rubino; Ashley Comar, SSRTA; Meagan McGuire, SSRTA; CM Peter Kwon;

**Commence: 3:03PM**

**Adjourn: 4:30PM**

1. Introductions – All	Mayor Sitterley, Committee Chair called the meeting to order at 3:03PM
2. Review and Approve Minutes of December 11, 2019	<input checked="" type="checkbox"/> Approved as Written <input type="checkbox"/> Approved with Modifications <input type="checkbox"/> Recommended for Approval <input type="checkbox"/> Approved
3. SeaTac Police Department Report	<input checked="" type="checkbox"/> Informational Update Jon Mattsen provided an update on the current activity in the City year over year. Major crimes are down. No spikes in activity.  Asked what committee members would like to hear about going forward. Topics of interest include: Car prowls, transient activity.
4. Destination Assessment SWOT Analysis	Katherine Kertzman provided review of 2016 destination Strength Weakness, Opportunity, Threat (SWOT) analysis and a refresher in preparation for the 2021 new 5 year strategic plan.  Lynn Parker, Consultant from Green Rubino facilitated a more detailed overview of the previous SWOT and solicited inputs for the update.  Problem solving for: “Heads in beds and butts in seats” and building the brand. SWOT 2016 included more than 120 stakeholders. This drove the business plan.

SWOT was part of a larger business planning process that aligned various stakeholders with the resulting SSRTA 5-year strategic plan. Findings include:

- Convenience
- Affordability is nice, but not the main driver
- Don't yet have true destination appeal
- Most cited: Part of a greater Seattle region

SWOT:

STRENGTHS:

Attractive, convenient, central, diversity of cultures

Specific Southside attractions list

NEW

- Highline Historical Museum, Burien Symphony.
- Light rail
- Diverse Lodging Types
- Festivals and events
- ShoWare Center
- WhiteRiver Amphitheater

WEAKNESSES

- Lack of Southside Destination Pull
- Walkability
- Suburban/Industrial/Lack of cute downtown area
- Lacking wayfinding and connections between SeaTac, Tukwila and Des Moines and destinations of interest
- Lack of compelling brand awareness and marketing
- Lack of culture
- Crime perception
- Lack of nightlife and independent restaurants

NEW

- Lack of public restrooms especially by station areas
- Transients
- Businesses may not reflect diversity
- Lacking lighting for pedestrians
- Lack of connectivity

THREATS

- Lack of an aligned Southside value proposition, story and brand
- Separate cities' agendas
- Limited number of cities involved in SSRTA
- Perception that it rains all the time
- Competition from regional players; Especially Seattle/Bellevue
- Perceived lack of Southside destinations/city centers/local flavor
- Dearth of independent mid-to-higher end restaurants not connected to hotels
- Lack of partnership with the Port

	<p><b>NEW</b></p> <ul style="list-style-type: none"><li>- Technology reducing need for travel?</li><li>- Increase in homelessness</li><li>- Light rail expansion?</li><li>- Over supply of hotels</li><li>- Gridlock</li></ul> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"><li>- Convenience to destinations of interest within and outside of the Seattle Southside, inexpensive and rapid transportation, free parking</li><li>- Light rail</li><li>- Engaging with younger demographic</li><li>- Ethnic diversity</li><li>- International destinations</li><li>- Many “flight” related destinations of interest</li><li>- Relationship with airport</li><li>- Family-friendly related destination of interest</li><li>- Soccer-related destinations of interest</li><li>- Low-cost business development opportunities; spillover from rest of region’s growth</li></ul> <p><b>NEW</b></p> <ul style="list-style-type: none"><li>- Demonstrations Projects; Garden Tours; Flight Related</li><li>- Opportunity Zones</li><li>- Incentives</li><li>- Space flight</li><li>- Wine industry and tasting</li><li>- Certified Folder – Cannabis Tours</li><li>- Craft Breweries and distilleries</li><li>- Sports Home Base and convenience</li></ul> <p>Recommendations from before: More for your money, Need Unique Flavor Need a visible manifestation – Visual Branding Instagram and digital age “Selfie” locations</p> <p>We’ve been working the plan: - Campaigns, marketing , operations</p> <p><b>WHERE SHOULD WE FOCUS OUR EFFORTS NEXT? 2 years</b></p> <ul style="list-style-type: none"><li>- What benefits the individual cities and the region?</li><li>- More heads in beds</li><li>- Leverage our assets the most</li><li>- Etc.</li><li>-</li></ul> <p><b>CURRENT IDEAS:</b></p> <ul style="list-style-type: none"><li>- Holiday market festival (Perhaps leveraging our diversity of assets by celebrating ethnically diverse traditions?)</li><li>- Iconic signage welcoming visitors to Seattle Southside: Perfect for Instagramming!</li></ul>
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	<ul style="list-style-type: none"> <li>- A focus on all-things-flight; building on iFly and Museum of Flight assets</li> <li>- Per room meeting incentives offering additional value add to groups</li> <li>- Holiday Lights @ Highline SeaTac Botanical Garden</li> <li>- Holiday Market</li> <li>- Sponsorships for meetings and groups</li> <li>- Tour Markets; Shows; Tradeshows – to elevate. Go West in Portland</li> <li>- Meeting Planner Incentive program</li> <li>- Running Trails in the City</li> <li>- “Pub Crawl”?</li> <li>- Multicultural Center and Ethnic Food Hall concept</li> </ul>
<p>5. Seattle Southside Regional Tourism Authority Update</p>	<p><input checked="" type="checkbox"/> Informational Update Kertzman provided an update on the RTA operations and current initiatives</p> <ul style="list-style-type: none"> <li>• Legislative priorities update</li> <li>• Tourism Symposium February 12</li> <li>• Fully Staffed</li> </ul>
<p>6. Smith Travel Report / WA Department of Revenue Statistics</p>	<p><input checked="" type="checkbox"/> Informational Update Scherzinger – provided an overview of the STR report general statistics and trends. Some factors impacting the market are Boeing airplane grounding which results in reduced crew business.</p>
<p>7. City Updates</p>	<p><input checked="" type="checkbox"/> Informational Update / Discussion</p>
<p>8. Other Business</p>	<p>February 12th meeting – Same day as the SSRTA Tourism Symposium – Reschedule the HMAC meeting or cancel? Motioned Cancelling February meeting. Unanimous.</p> <ul style="list-style-type: none"> <li>- City of SeaTac is 30 years old. February 29, noon. Party at the Community Center.</li> <li>- Morgan mentioned the Seattle Wedding show attendance and giveaways and the \$3,500 fund raising effort for planting new plants</li> </ul>
<p>9. Adjourn</p>	<p>Adjourned the meeting at 4:25 PM.</p> <p><i>The next regular meeting will be held on 3/11/2020 in the City Hall Council Chamber</i></p>