



CITY OF SEATAC

HOTEL/MOTEL TAX ADVISORY COMMITTEE

VIRTUAL MEETING: July 8, 2020, 3:00 – 5:00 p.m.

City of SeaTac HMAC

Chair: Councilmember Stan Tombs

Call-in Details:

Please join the meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/682622261>

You can also dial in using your phone.

United States: [+1 \(646\) 749-3122](tel:+16467493122)

Access Code: 682-622-261 - **PLEASE REMEMBER TO MUTE YOUR PHONE/DEVICE**

New to GoToMeeting? Get the app now and be ready when your first meeting starts:

<https://global.gotomeeting.com/install/682622261>

PLEASE SEE NOTE BELOW

AGENDA

- 1) Virtual Meeting Outline / Process – Aleksandr Yeremeyev, Economic Development Manager
- 2) Facilitated Introductions – All (5 Minutes)
- 3) Review and Approve Minutes of April 8, 2020 meeting (2 Minutes)
 - a. May 13 meetings cancelled due to COVID-19 concerns and no urgent matters
- 4) SeaTac Police Department Report (3 minutes)
- 5) Lodging Tax Funding Process / Discussion (45 Minutes)
- 6) Next Steps – Aleksandr Yeremeyev, Economic Development Manager (5 minutes)
- 7) City Updates (5 minutes)
- 8) Other Business
- 9) Adjournment

A quorum of the City Council may be present

PLEASE NOTE:

Due to the current COVID-19 public health emergency, and social distancing protocols, pursuant to the Governor's and public health officials' orders, this meeting will be conducted virtually. The public may also call in to the conference line to listen to the meeting per the details provided above. While you will be able to hear the meeting; you will not be able to participate in the meeting. You will be asked to identify yourself. (Committee members and funding applicants are encouraged to log in via computer or tablet and will be called upon to speak). Please note that if you are unable to mute your phone, everyone else on the call-in line will be able to hear you, so please refrain from speaking. If background noise or side conversations interfere with the meeting, your line may be muted or disconnected. City Hall is closed so no one will be able to physically attend this meeting.

This is a working advisory committee and although open to the public, no public comment process is provided. If you have questions, please email them to ayeremeyev@seatacwa.gov.



Hotel Motel Tax Advisory Committee Meeting Minutes - DRAFT

6/10/2020

3:00 - 4:30 PM

SeaTac City Hall Council Chamber

Members Present: Mayor Erin Sitterley; Brandi Mitchell; Jeff Bauknecht; Rich Scherzinger, Cathy Heiberg, Barbara Brunetti, Wendy Morgan

Members Absent:

Staff Present: Aleksandr Yeremeyev, Economic Development Manager; Tanja Carter, Economic Development Strategist; Steve Pilcher, CED Director; Joseph Hodgson, Police Captain; Gwen Voelpel – Deputy City Manager.

Others Present: Ashley Comar - SSRTA, Meagan McGuire SSRTA, Kathy McCorry – Issaquah Chamber of Commerce, Brandon – City of Tukwila, Nancy McKay/Gary Long - Highline Museum, Joel Kuni/Anthony Spain – NW Symphony Orchestra; Katherine Kertzman, SSRTA; Andrea Reay, Seattle Southside Chamber of Commerce;

Commence: 3:01PM

Adjourn: PM

1.Virtual Meeting Outline/Process	Yeremeyev discussed the virtual process. The meeting was recorded. Yeremeyev commented that option 3 (reconvene a special meeting to discuss) seems to be most popular way to proceed.
1. Facilitated Introductions	Yeremeyev introduced HMAC members to the applicants.
2. Review and Approve Minutes of April, 8, 2020	<input checked="" type="checkbox"/> Approved as Written <input type="checkbox"/> Approved with Modifications <input type="checkbox"/> Recommended for Approval <input type="checkbox"/> Approved Motioned and seconded.
3. SeaTac Police Department Report	<input checked="" type="checkbox"/> Informational Update Captain Hodgson provided an update on the current activity in the City. Businesses can sign up for a red alert system. The Chief will provide the number.
4. SeaTac Lodging Tax Funding Application Review	<input checked="" type="checkbox"/> Informational Update <u>General Question</u> - Bauknecht suggested that if there are proposals that can be approved without further discussion, those can be addressed now. Remaining committee members agreed. Bauknecht recommended the following to approve: SSRTA both proposals without further discussion (Jeff motioned, Barbara seconded) Recommendations (Votes) should be held

	<p>until the end per Pilcher. Bauknecht retracted his motion to vote on the SSRTA applications & presentation.</p> <p>Pilcher announced his retirement, HMAC committee responsibility, and the budgeting process to clarify the process/timeline.</p> <p>Anthony Spain presented – <u>NW Symphony Orchestra</u>.</p> <p>Kathy McCorry – <u>Issaquah Salmon Days</u> presented.</p> <p>Jeff Bauknecht – <u>Museum of Flight</u> presented.</p> <p>Nancy McKay and Gary Long – <u>Highline Museum</u> presented.</p> <p>Wendy Morgan – <u>Botanical Garden Operations</u> – presented</p> <p>Wendy Morgan – <u>Botanical Garden Entrance Sign</u> – presented.</p> <p><u>SSRTA Emergency Request</u> – committee requested no presentation. Meagan McGuire responded to a few questions as the presentation was not requested.</p> <p><u>SSRTA 2021 and 2020 funding Request</u> – committee requested no presentation.</p> <p>Tanja Carter – <u>SeaTac Tourism & Economic Development Program Request</u> – presented.</p> <hr/> <p>4:38PM Committee discussed their preference on the next steps.</p>
<p>5. Next Steps – Aleksandr Yermeyev, Economic Development Manager</p>	<p>Options for next steps discussed. Pilcher suggested to hold off till next meeting to discuss further so all members can get technologically connected (some members had audio/video issues)</p> <p>Discussed having a <u>Special Meeting</u> the same time next week <u>Wednesday afternoon on 6/17/2020</u>. Score sheets would be due: a week or so later after meeting.</p>
<p>6. City Updates</p>	<p><input checked="" type="checkbox"/> Informational Update Pilcher is retiring as of July.</p>
<p>7. Other Business</p>	<p><input checked="" type="checkbox"/> Informational Update/ Discussion</p>
<p>8. Adjourn</p>	<p>Adjourned the meeting at 4:56 PM. <i>The next regular meeting will be held on 7/8/2020 virtually.</i></p>



Hotel Motel Tax Advisory Committee

Special Meeting Minutes

6/17/2020

3:00 - 4:30 PM

SeaTac City Hall Council Chamber

Members Present: Mayor Erin Sitterley; Jeff Bauknecht; Rich Scherzinger, Cathy Heiberg, Barbara Brunetti, Wendy Morgan

Members Absent: Brandi Mitchell

Staff Present: Aleksandr Yeremeyev, Economic Development Manager; Tanja Carter, Economic Development Strategist; Steve Pilcher, CED Director; Gwen Voelpel – Deputy City Manager;

Others Present: Brandon Miles– City of Tukwila, Katherine Kertzman, SSRTA; CM Takele Gobena, Deputy Mayor Peter Kwon, Amanda Leon – Highline Botanical Garden Foundation, Vicki Lockwood

Commence: 3:01PM

Adjourn: 4:57PM

1.Virtual Meeting Outline/Process	Aleksandr shared virtual process. The meeting will be recorded.
1. Facilitated Introductions	Aleksandr introduced HMAC members
2. SeaTac Lodging Tax Funding Application Review	<p><input checked="" type="checkbox"/> Discussion and actions.</p> <p><u>NW Symphony Orchestra:</u> Discussion of evaluation scores and the overall funding request. Feedback: Committee appreciates how they've gotten into the community and are more visible. The committee likes this and wants to see more of it. Vote: YES: 6, NO:0, (1 absent)</p> <p><u>Issaquah Salmon Days:</u> Discussion of evaluation scores and the overall funding request. The geographic location is quite far outside of the SeaTac market. Feedback: Based on hotel feedback – if they can drive traffic here, please provide data. Great event & great application just wrong geographic location. Vote: YES:0 NO:6 (1 absent)</p> <p><u>Museum of Flight:</u> Discussion of evaluation scores and the overall funding request, committee suggested to vote without a presentation.</p>

Vote: YES: 5 NO: 0, (1 absent, 1 abstained)

Highline Museum:

Discussion of evaluation scores and the overall funding request. Desire to include a performance clause to contract if funded. High acquisition cost for 1800 guests to unproven programs. High risks (lack of organization or previous success). No hotels have been in conversation with them for the program. No overnight success is expected but perhaps fund contingent on success. It seems like a really good speculative proposal but no performance history/data. Discussion of funding at a much lower level & see how it performs with a performance rider as it is lot of money for small ROI at a \$200,000 amount.

Feedback: If they want to put a single event to combine all 3 thoughts (around world culinary, drinks etc.) it all could gel. Do more planning/contact hotels etc. – it could be an opportunity bucket item and potentially work with SSRTA to develop the proposal. There are still 2020 opportunity bucket funds if they'd like to explore that option.

Vote: YES: NO: 6, (1 absent)

Highline Botanical Garden Operations & Promotion:

Discussion of evaluation scores and the overall funding request. Committee discussed that funding all of the operation with tourism dollars is not likely a sustainable approach. Also discussed whether the funded activity drives overnight stays in the destination.

Feedback: Focus funding on marketing & promotion aimed at tourism and visitors from 50 miles plus. – vs. pure operations for local events.

Vote: YES: 4 NO: 1 (1 absent 1 abstained)

Highline Botanical Garden Entry Sign:

Discussion of evaluation scores and the overall funding request.

Feedback: As COVID-19 related environment necessitates organizations to evaluate spending and initiatives, the sign seems like a project that can wait. Additionally, because this would be a city-owned asset, it may make sense for the City to undertake this project.

VOTE: YES: 0, NO: 5 (1 abstained, 1 absent)

VOTE: Different amount NO: 5

Seattle Southside RTA (Emergency Funding)

Discussion of evaluation scores and the overall funding request.

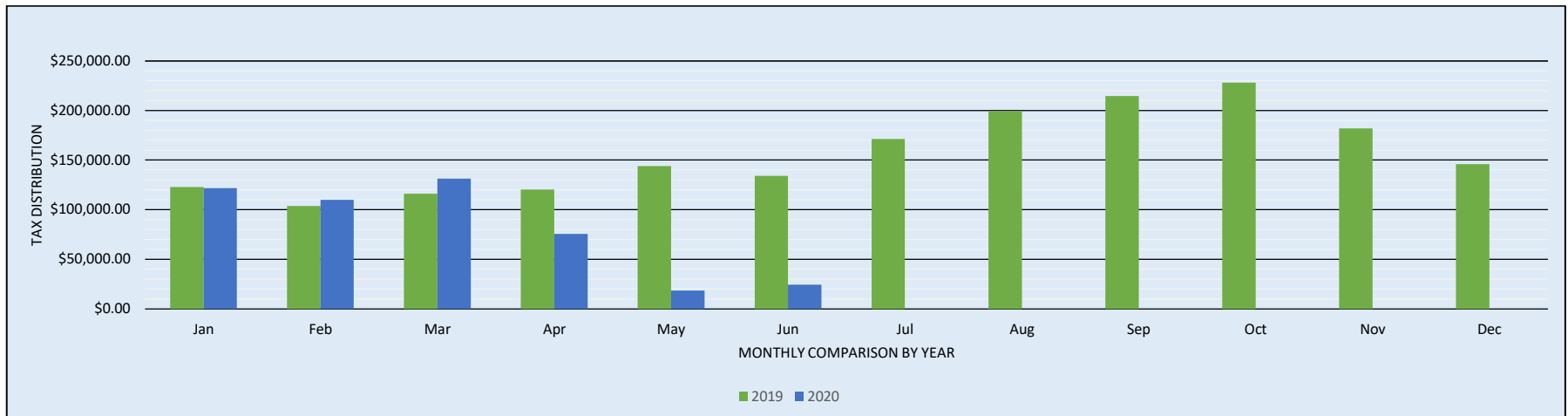
Committee discussed the staff administration cost and the desire for a clear approach to address hotelier's and traveler concerns to ensure the Bring Meetings Back to the Seattle Southside campaign is effective and timely and addresses the new expectations and requirements for health and safety due to the COVID-19 pandemic.

VOTE: YES: 6 NO:0,(1 abstained, 1 absent)

	<p><u>Seattle Southside RTA</u> No comments from committee VOTE: YES: 6, NO:0, (1 absent)</p> <p><u>City of SeaTac Tourism and Lodging Industry Development</u> Discussion of evaluation scores and the overall funding request Feedback: The committee encouraged destination product development and continued collaboration with the SSRTA on marketing the destination. VOTE: YES, 5 NO: 0, (1 abstained, 1 absent)</p>
3. Next Steps	<p>Members need to send evaluation score sheets by this Friday. Staff will present funding recommendations to the SeaTac City Council during the budgeting process. At the July meeting the committee will reflect back on the lodging tax funding process.</p>
4. Adjourn	<p>Adjourned the meeting at 4:57 PM.</p> <p><i>The next regular meeting will be held on 7/8/2020 virtually.</i></p>

Hotel Motel Tax Advisory Committee
Local Tax Distribution Report
Special Hotel/Motel Tax

2019	Distribution	2020	Distribution
Jan	\$122,762.86	Jan	\$121,624.17
Feb	\$103,560.38	Feb	\$109,927.63
Mar	\$116,084.70	Mar	\$131,257.73
Apr	\$120,398.21	Apr	\$75,431.71
May	\$143,995.02	May	\$18,397.76
Jun	\$134,112.69	Jun	\$24,302.12
Jul	\$171,228.19	Jul	
Aug	\$199,483.93	Aug	
Sep	\$214,497.00	Sep	
Oct	\$228,137.12	Oct	
Nov	\$181,987.69	Nov	
Dec	\$145,998.17	Dec	
SUBTOTAL June 2019	\$740,913.86	SUBTOTAL June2020	\$480,941.12
TOTAL 2019	\$1,882,245.96	TOTAL 2020	\$480,941.12



STR Summary Report for May 2020

Occupancy (%)	Year To Date		
	2018	2019	2020
This Year	76.1	73.3	49.8
Last Year	78.4	76.1	73.3
Percent Change	-2.9	-3.8	-32.0

ADR	Year To Date		
	2018	2019	2020
This Year	112.14	115.27	97.54
Last Year	109.24	112.14	115.27
Percent Change	2.7	2.8	-15.4

RevPAR	Year To Date		
	2018	2019	2020
This Year	85.36	84.45	48.60
Last Year	85.63	85.36	84.45
Percent Change	-0.3	-1.1	-42.4

Supply	Year To Date		
	2018	2019	2020
This Year	1,260,774	1,344,716	1,297,351
Last Year	1,236,908	1,260,774	1,344,716
Percent Change	1.9	6.7	-3.5

Demand	Year To Date		
	2018	2019	2020
This Year	959,741	985,221	646,435
Last Year	969,555	959,741	985,221
Percent Change	-1.0	2.7	-34.4

Revenue	Year To Date		
	2018	2019	2020
This Year	107,622,201	113,565,937	63,056,345
Last Year	105,912,273	107,622,201	113,565,937
Percent Change	1.6	5.5	-44.5

Census %	May
	Census Props
Census Rooms	7831
% Rooms Participants	87.7