



Hotel Motel Tax Advisory Committee Meeting Minutes - DRAFT

7/8/2020

3:00 - 4:30 PM

SeaTac City Hall Council Chamber

Members Present: Councilmember Stanley Tombs; Rich Scherzinger, Cathy Heiberg, Barbara Brunetti, Wendy Morgan

Members Absent: Jeff Bauknecht, Brandi Mitchell

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

Others Present: Councilmember Pam Fernald; Christina Palicka; Ashley Comar, Megan McGuire, Katherine Kertzman - SSRTA, Vicki Lockwood

Commence: 3:06PM

Adjourn: 4:19PM

1. Virtual Meeting Outline/Process	Yeremeyev shared virtual process and stated that the meeting is recorded.
1. Facilitated Introductions	Yeremeyev introduced the HMAC members
2. Review and Approve Minutes of June 10 & June 17, 2020	<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 Captain Hodgson provided an update on the current activity in the City.
4. Lodging Tax Funding Process / Discussion	<p>Kertzman discussed SSRTA's request for lodging tax funding from the City of Tukwila and the current status.</p> <p>Morgan made a motion to maintain decision to recommend funding the full \$455,000 emergency funding request from SeaTac, despite reduced funding decision from Tukwila. Scherzinger seconded. All members present confirmed the \$455,000 funding recommendation should remain. The SSRTA confirmed that they will work closely with all SeaTac hotels to ensure the end user experience is consistent with marketing and expectations. The SeaTac economic development staff will be involved in the process with the RTA emergency funding campaign development.</p>

	<p><u>Funding process feedback for the next cycle includes:</u></p> <p>The application follows the state law but some sections are redundant.</p> <p>Estimating precise hotel stays and impacts is difficult.</p> <p>There is a desire for a performance clause or a method to gauge performance, and then fund based on performance.</p> <p>Include application question on enhancement of the tourist experience.</p> <p>Due to the online process, it was challenging to pose questions to the presenters.</p> <p>The scoring sheets were helpful to evaluate the applications. Some desire to have committee member discussion with the applicants not present.</p> <p>Discussion on the use of opportunity bucket for test pilot projects to help prepare applicants for future funding requests.</p> <p>For this funding cycle, city staff performed a significant marketing push to build awareness of availability of lodging tax dollar funding. There were more applicants than previously, but not significantly more. There is a desire to even further broaden the applicant pool. This is proving difficult.</p> <p>Some discussion on how to increase local tourism and involve neighborhood outreach and explore/scale regional events. Explore what other events/programs and initiatives can be capitalized on, for example: Ironman, Holiday Market, Hydroplane races, etc.</p> <p>Morgan made a motion that future meeting agendas include destination enhancement & programs to increase tourism attraction. Heiberg seconded.</p> <p>The SSRTA will work on the SWOT and action items (cleaning up on/off ramps, wayfinding). The members are encouraged to provide feedback.</p>
<p>5. Next Steps – Aleksandr Yeremeyev</p>	<p>For 2020 funding, Finance is working on a budget amendment. For 2021-22 requests, staff is confirming with Finance director regarding the best way to present the funding recommendations for approval to the Council within the budget cycle. Staff will circle back with applicants who were suggested to check out opportunity bucket.</p>
<p>6. City Updates</p>	<p><input checked="" type="checkbox"/> Informational Update Kester was introduced as CED interim Director.</p>
<p>7. Other Business</p>	<p><input checked="" type="checkbox"/> Informational Update/ Discussion Scherzinger ran through the lodging tax collections and the STR report. Yeremeyev asked if the committee wants to cancel the August meeting. The members confirmed.</p>
<p>8. Adjourn</p>	<p>Adjourned the meeting at 4:19 PM. <i>The next regular meeting will be held on 9/9/2020 virtually.</i></p>