



Hotel Motel Tax Advisory Committee Meeting Minutes

9/9/2020

3:00 - 4:30 PM

SeaTac City Hall Council Chamber

Members Present: Councilmember Stanley Tombs; Rich Scherzinger, Cathy Heiberg, Wendy Morgan, Jeff Bauknecht, Brandi Mitchell

Members Absent: Barbara Brunetti

Staff Present: Aleksandr Yeremeyev, Economic Development Manager; Evan Maxim, CED Director; Scott Dery, Police Detective.

Others Present: Katherine Kertzman, SSRTA

Commence: 3:01PM

Adjourn: 4:19PM

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| 1.Virtual Meeting Outline/Process | Yeremeyev opened up the virtual meeting. |
| 1. Facilitated Introductions | Chair Tombs introduced the HMAC members. |
| 2. Review and Approve Minutes of July 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 |
| 3. SeaTac Police Department Report | <input checked="" type="checkbox"/> Informational Update Detective Dery provided an update on the current activity in the City. |
| 4. SSRTA Update | <p>Kertzman provided a tourism industry market overview in light of COVID-19 impacts.</p> <p>Aspects impacted include:</p> <ol style="list-style-type: none"> 1. Convention and Meetings 2. Airline industry 3. Cruise ship industry <p>SSRTA is working collaboratively with Visit Seattle on executing the King County wide tourism recovery campaign.</p> <p>Kertzman indicated her executive decision to accept a reduced amount for only the incentive portion of the emergency funding request \$175,000 over a 2-year period instead of the full \$455,000 amount. Tukwila is contributing \$75,000 to the incentive portion of the program. SSRTA will develop any marketing and campaign aspects within current budgeted activities. Incentive dollars will only be used for booked room nights.</p> |

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| | Board meeting next week and will be working on the 2020 and 2021 budget plan as well as a business plan. |
| 5. Smith Travel Report/WA Department of Revenue Statistics | Scherzinger provided an overview of the STR report and the current supply, demand and pricing. Until convention and meeting business is able to return, operations will be challenging. Revenues and occupancies are significantly down. |
| 6. Group Discussion of Industry Outlook/Recovery from COVID-19 | <p>Bauknecht provided an update on reopening of the Museum of Flight. Open Friday – Monday for the foreseeable future. 2,700 visitors between Thursday and Monday and reopening went very smooth. Opened at a 25%, which is less than what is allowed just to see how it goes. Things went really well. The museum initially closed doors on March 12 and took immediate action to protect workers successfully.</p> <p>Scherzinger provided an update on operations and current demand. The industry is looking at about a 2-year market recovery. International and local travel are impacted. There is inconsistency among various jurisdictions and markets regarding what currently is permitted and what each phase looks like.</p> <p>Typically, in the recovery, you have induced demand through reduced rate deals. The lower rates already are creating challenges to financial recovery and reinvestment of capital. A prospective vaccine would be a possible solution.</p> <p>Airport parking – rates are 40-50% lower than what is usual for the summer season. Demand was very low.</p> |
| 7. Destination Enhancement and Programs to Increase Tourism Attraction | No discussion occurred, but need to maintain the topic on future agendas. |
| 8. City Updates | <input checked="" type="checkbox"/> Informational Update Evan Maxim was introduced as CED Director. |
| 9. Other Business | <input checked="" type="checkbox"/> Informational Update/ Discussion Morgan provided an update on 2020 activity at the Garden and indicated that they did not receive any 4Culture capacity building funding. Asked for any support from the committee. On Saturday at 1PM, the Northwest Symphony Orchestra will send musicians to play at the garden and record a virtual show. |
| 10. Adjourn | Adjourned the meeting at 4:19 PM. <i>The next regular meeting will be held on 10/14/2020 virtually.</i> |