



# CITY OF SEATAC HOTEL/MOTEL TAX ADVISORY COMMITTEE

May 12, 2021, 3:00 – 5:00 p.m.  
Chair: Councilmember Stan Tombs  
**Virtual Meeting (note below):**

## AGENDA

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|---|------------|
| 1. <b>Facilitated Introductions – All</b>                                     | 3 Minutes  |
| a. Introduce Yvonne Gooden, North SeaTac BMX                                  |            |
| 2. <b>Review and Approve Minutes of April 14 meeting</b>                      | 2 Minutes  |
| 3. <b>SeaTac Police Department Report &amp; Discussion</b>                    | 10 Minutes |
| 4. <b>Guest Speaker: State of the local tourism market</b>                    | 10 Minutes |
| a. Ron Peck, Port of Seattle, Tourism Development Director                    |            |
| 5. <b>SSRTA Update</b>  | 10 minutes |
| a. New leadership & staff introductions                                       |            |
| b. Farewell thoughts: Katherine Kertzman                                      |            |
| 6. <b>Smith Travel Report/WA Department of Revenue Statistics</b>             | 10 minutes |
| 7. <b>Lodging Tax Application/Funding Requests</b>                            | 5 minutes  |
| a. Update on shuttle application  |            |
| 8. <b>Destination Enhancement and Programs to Increase Tourism Attraction</b> | 5 minutes  |
| a. Update Tourism & Travel Policy   |            |
| 9. <b>City Updates</b>  | 5 minutes  |
| 10. <b>Other Business</b>   | 5 minutes  |

Adjournment

Special Meeting: June? For shuttle application  
Next meeting: Wednesday June 9, 2021  
Future meetings: City Attorney to review HMAC RCW, Port of Seattle guest speakers

*A quorum of the City Council may be present*

### **PLEASE NOTE:**

**Public call in number 206-973-4555.  
Committee members receive GoToMeeting call in details.**

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 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 may be asked to identify yourself. 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



# Hotel Motel Tax Advisory Committee Meeting Minutes

4/14/2021  
3:00 pm – 5:00 pm  
Virtual Meeting

**Members Present:** Chair Stanley Tombs, Wendy Ann Morgan, Richard Scherzinger, Jeff Bauknecht

**Members Absent:** Russell Stevenson, Barbara Brunetti, Brandi Mitchell

**Staff Present:** Gwen Voepel, *Deputy City Manager*; Evan Maxim, *CED Director*, Aleksandr Yeremeyev, *Economic Development Manager*; Tanja Carter, *Economic Development Strategist*; Barb Mailo, *Administrative Assistant 3*; Joe Hodgson, *Police Department*; SeaTV

**Others Present:** Katherine Kertzman, *President/CEO Southside*; Peter Kwon, *Deputy Mayor*; CM Pam Fernald, *Councilmember*

**Commence:** 3:00 PM  
**Adjourn:** 4:34 PM

1. Virtual Meeting Outline/Process	<b>Chair Tombs</b> called the meeting to order at 3:00 PM.
2. Review and Approve Minutes of March 10, 2021 meeting	<input checked="" type="checkbox"/> Approved as Written  Minutes unanimously approved as presented.
3. SeaTac Police Department Report & Discussion	<input checked="" type="checkbox"/> Informational  Captain Joe Hodgson reported notable trends. For month of March- saw a notable decrease in the # of trespasses and calls on hotel properties. Drop in homeless problems on hotel properties. Spike was over Covid19 month. Spike in vehicle theft, close to double of last report. Making more business contacts. Improve deputy awareness and building relationships.
4. SSRTA Update	<input checked="" type="checkbox"/> Informational  Katherine Kertzman announced the CEO search – challenges recruiting candidates, 4 available qualified candidates, expected 10 or 12. The 4 will be interviewed Thu/Fri of this week. 1 <sup>st</sup> challenges consist of 1. Cost-of-living in King County, 2. Concern with protest in the area impacting marketing tourism & travel in the area, and 3. City of Tukwila highest crime city in the U.S.  RTA has received Certificate of Appreciation from Government Finance Officers Association.

	<p>Smith Travel Report – new report coming out 1 week after this meeting. Weekly report for occupancy – mid Feb – 53% occupancy, ADR – running about \$85 (less preCovid) and Ranpar \$45.</p> <p>Business Plan, Marketing Communications Plan</p> <p>Hired Jeffrey Powell – start as Communications Manager May 3<sup>rd</sup>. Chair request Jeffrey Powell join HMAC meeting to meet with him.</p>
<p>5. Smith Travel Report/WA Department of Revenues Statistics</p>	<p><input checked="" type="checkbox"/> Informational</p> <p>Tanja Carter presented the Local Tax Distribution Report.</p>
<p>6. Lodging Tax Application/Funding Requests</p> <p>a. Possible shuttle application</p> <p>i. Timeline/special meeting to review</p> <p>b. 2021 Applications</p>	<p>Tanja Carter presented the Lodging Tax Application/Funding Requests. Not actively seeking any applications at this time. If received, we will submit them for review.</p> <p>Memo re: the SeaTac Hotel Shuttle Program Preliminary Analysis &amp; Recommendation. Overview and background.</p> <p>Discussion commenced with Jeff Bauknecht, Aleksandr Yeremeyev, Katherine Kertzman, Richard Scherzinger, Wendy Ann Morgan, Stanley Tombs, Evan Maxim, Tanja Carter, CM Pam Fernald.</p>
<p>7. Destination Enhancement and Programs to Increase Tourism Attraction</p> <p>a. Tourism &amp; Travel Policy update/PED meeting &amp; related comments</p>	<p>Aleksandr Yeremeyev introduction--- Tanja Carter provided a review of the Economic Vitality Element Chapter 8 draft with more definition and looking for consensus from Committee regarding the information presented.</p> <p>Discussion commenced with Aleksandr, Tanja, Jeff, and Richard.</p>
<p>8. City Updates</p>	<p>Aleksandr reported on business retention/expansion, attractions, workforce development, real estate redevelopment, and neighborhood development.</p> <p>Richard requested updates regarding the proposed DOC Center. Evan provided a current status and no resolution reached.</p>
<p>9. Other Business</p>	<p>Jeff – museum update</p> <p>Wendy – Mr. Seike passed, Wendy’s replacement</p> <p>HMAC vacancies</p>
<p>10. Adjourn</p>	<p>Chair Tombs adjourned meeting at 4:34pm.</p>



# Port of Seattle

Ron Peck, Director Tourism  
Development  
May 12, 2021

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# Covid Impact

- **August 2020 1.57M airport passengers**
- **70% Decrease over 2019**
- **2020 load factor 47.4%**
- **2019 load Factor 89.7%**





# Where are we Now

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- **March 2021 air 2.2M airport passengers**
- **March 23 load factor 59.1%**
- **Air traffic continuing to increase**
- **Emphasis on safe travel & safe travel protocols**





# Covid Impact

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- **2020 Estimation 1.4M Guests**
- **Cruise Season nonexistent**
- **Loss of \$900 to economy**





# Where are we Now

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- **21 Season Potential**
- **CDC Protocols / Procedures**
- **Port Agreement(s)**
- **Canada Stop requirement?**





# What is Next?

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- **Alaska Cruise season 2021**
  - **Industry Positive about Alaska Trade**
  - **Rigorous Health & Safety Protocols**
  - **Consensus 100% Testing**
  - **Vaccination Requirements**
  - **Actual Capacity?**



# What's Up in Washington

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- **WTA Funding Improvement**
  - Baseline funding via Dept. of Commerce
  - POS Cooperative Agreement
  - Additional funds from 21 Legislature
  
- **Leverage & Linkage**
  - Collaboration and Cooperation
  
- **Marketing – Timing**
  - Destination Development
  - Travel trade shows
  - Travel trade and travel media familiarizations
  - Domestic air travel





## Questions, Comments

Ron Peck, Director Tourism  
Development  
May 12, 2021

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Port   
of Seattle



## STR Summary March 2021

Occupancy (%)	Year To Date		
	2019	2020	2021
This Year	72.0	58.6	49.1
Last Year	74.5	72.0	58.6
Percent Change	-3.4	-18.5	-16.2

ADR	Year To Date		
	2019	2020	2021
This Year	111.47	106.00	77.94
Last Year	105.58	111.47	106.00
Percent Change	5.6	-4.9	-26.5

RevPAR	Year To Date		
	2019	2020	2021
This Year	80.20	62.13	38.28
Last Year	78.68	80.20	62.13
Percent Change	1.9	-22.5	-38.4

Supply	Year To Date		
	2019	2020	2021
This Year	795,960	813,060	777,338
Last Year	741,096	795,960	813,060
Percent Change	7.4	2.1	-4.4

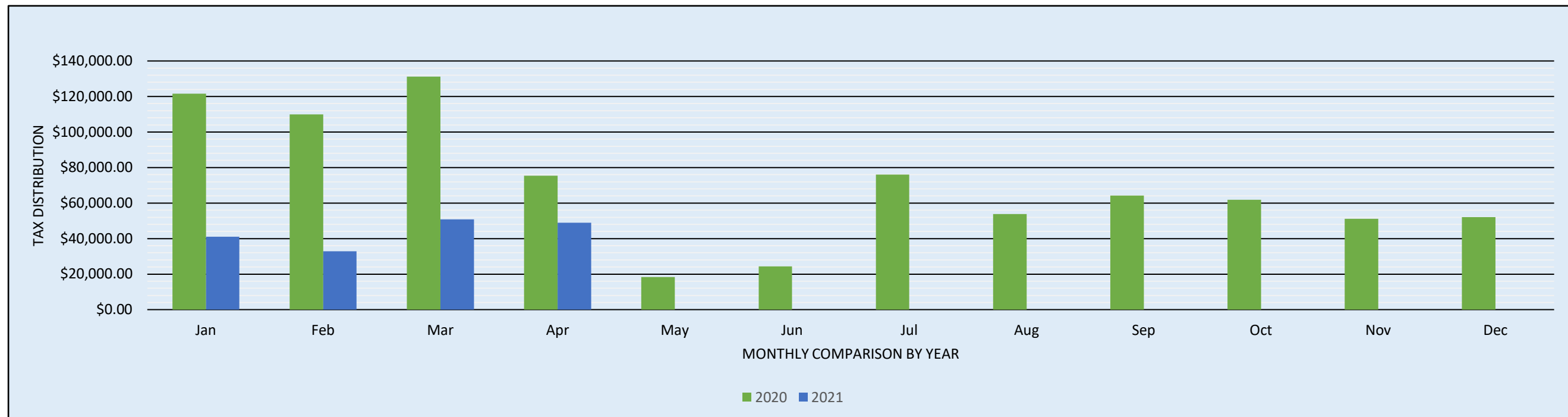
Demand	Year To Date		
	2019	2020	2021
This Year	572,700	476,541	381,802
Last Year	552,262	572,700	476,541
Percent Change	3.7	-16.8	-19.9

Revenue	Year To Date		
	2019	2020	2021
This Year	63,839,393	50,513,598	29,756,167
Last Year	58,309,512	63,839,393	50,513,598
Percent Change	9.5	-20.9	-41.1

Census %	2021		
	Jan	Feb	Mar
Census Props	63	64	65
Census Rooms	8284	8376	9226
% Rooms Participants	91.9	92.0	92.7

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

<b>2020</b>	<b>Distribution</b>		<b>2021</b>	<b>Distribution</b>
Jan	\$121,624.17		Jan	\$41,098.46
Feb	\$109,927.63		Feb	\$32,884.70
Mar	\$131,257.73		Mar	\$50,796.25
Apr	\$75,431.71		Apr	\$48,979.34
May	\$18,397.76		May	
Jun	\$24,302.12		Jun	
Jul	\$76,095.13		Jul	
Aug	\$53,842.42		Aug	
Sep	\$64,194.10		Sep	
Oct	\$61,814.99		Oct	
Nov	\$51,138.72		Nov	
Dec	\$52,127.72		Dec	
<b>SUBTOTAL</b>	<b>\$840,154.20</b>		<b>SUBTOTAL</b>	<b>\$173,758.75</b>
<b>TOTAL 2020</b>	<b>\$840,154.20</b>		<b>TOTAL 2021</b>	<b>\$173,758.75</b>



Meeting Date