



Hotel Motel Advisory Committee (HMAC) Agenda

November 9, 2022
3:00-5:00PM
Hybrid Meeting

The SeaTac Hotel/Motel Tax Advisory Committee was created pursuant to RCW 67.28. The Chair of the Committee is a member of the City Council with the remaining members representing the lodging industry or associated tourism-related enterprise, including not-for-profit organizations. The Committee's duties include soliciting requests for tourism-related activities from eligible entities and making recommendations for funding to the City Council as part of the annual budget development and adoption process.

Members:

Chair: Council Member Peter Kwon

Lodging Industry: Mollie Mad (BMI Hospitality), Rich Scherzinger (Hilton), Byron Pihuave (Cedarbrook Lodge)

Tourism Related Enterprise: Jeffrey Bauknecht (Museum of Flight), Yvonne Gooden (SeaTac BMX), Amanda Leon (Highline Botanical Garden Foundation)

Staff Coordinator: Tanja Carter, *Economic Development Strategist*

A quorum of the Council may be present.

ITEM	TOPIC	PROCESS	WHO	TIME
1	Call to Order / Introductions		Chair Kwon	5
2	Approval of the 06/08/22 Minutes	Approval	Members	5
3	WA Department of Revenue Statistics	Update	Tanja Carter	5
4	SeaTac Tourism Destination Development Plan (TDDP)	Update	Tanja Carter	20
5	Seattle Southside Regional Tourism Authority (SSRTA) five year strategic plan	Update	Tanja Carter	20
6	Adjourn			

PLEASE NOTE:

Committee members will receive meeting invites with Zoom details.

This meeting will be conducted in a hybrid format with in-person and remote options for public participation. The meeting will be broadcast on SeaTV Government Access Comcast Channel 21 and live-streamed on the City's website <https://www.seatacwa.gov/seatvlive> and click play.

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 tcarter@seatacwa.gov. Thank you!



Hotel Motel Tax Advisory Committee Meeting Minutes

6/8/2022

3:00 pm – 5:00 pm

Virtual Meeting

Members Present: Peter Kwon, Chair; Mollie Mad; Rich Scherzinger; Byron Pihuave; Jeffrey Bauknecht; Amanda Leone

Members Absent: Yvonne Gooden

Staff Present: Aleksandr Yeremeyev, *Economic Development Manager*; Tanja Carter, *Economic Development Strategist*; Barb Mailo, *Admin 3*; Gillian Sayer, *Admin 2*; Evan Maxim, *Director, Community & Economic Development*

Others Present: Mark Everton, *President/CEO Seattle Southside RTA*; Blue Montgomery, *SeaTac BMX*; Sarah Moore, *Highline Botanical Gardens*; Anthony Spain, *Northwest Symphony*; Cathy Boysen Hieberg, *Boysen and Boysen, L.L.C.*; James Boysen

Commence: 3:04 PM

Adjourn: 4:47 PM

1. Call to Order	Chair Kwon called the meeting to order at 3:04 PM
2. Approval of the 05/11/22 Minutes	Unanimous approval of minutes.
3. WA Department of Revenue Statistics	Tanja shared the 2019 – 2022 Tax Distribution Report
4. SeaTac Lodging Tax Funding Application Discussion	<p>Applicants Presented (in order):</p> <ul style="list-style-type: none"> • SSRTA Shuttle Program – Mark Everton • SeaTac BMX Program – Blue Montgomery • Highline Botanical Gardens Program – Sarah Moore • Museum of Flight Program – Jeff Bauknecht • NW Symphony Program – Anthony Spain • City of SeaTac Tourism Program – Tanja Carter <p>Discussion:</p> <ul style="list-style-type: none"> • Committee Members were provided with the presentations and voting cards prior to the meeting. Each presenter was given the opportunity to speak. • Several committee members encouraged the applicants to also

	<p>seek funding from other local sources.</p> <ul style="list-style-type: none">• Several committee members mentioned the need for applicants to provide links to other lodging and tourism opportunities on the south side.• There was extensive discussion about the amount of funding asked for by SeaTac BMX and would it generate the amount of revenue for the City that is anticipated. A suggestion was made to base the second year's funding on the success of the first year and to have them come back and present in 6 months and again in 12 months to report on their progress.• Aleksandr reminded the committee that changes to funding can be made by proposing a budget amendment by the Council. This can be done to increase and decrease funding. <p>Motion:</p> <ul style="list-style-type: none">• A motion was made and seconded to accept and recommend full Council approval of the lodging tax funding requests for all the programs, with a caveat that SeaTac BMX present again in 6 months and 12 months on their progress. Motion passed with one nay vote. (The nay vote was against the caveat placed on SeaTac BMX, not the funding of the programs).
5. Introductions	Tanja introduced Cathy Boysen Heiberg to the committee members.
6. Adjourn	Chair Kwon adjourned the meeting at 4:47 PM

DRAFT

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

	2019	2020	2021	2022
Jan	\$122,762.86	\$121,624.17	\$41,098.46	\$97,106.15
Feb	\$103,560.38	\$109,927.63	\$32,884.70	\$111,022.81
Mar	\$116,084.70	\$131,257.73	\$50,796.25	\$96,977.41
Apr	\$120,398.21	\$75,431.71	\$48,979.34	\$93,716.17
May	\$143,995.02	\$18,397.76	\$65,984.83	\$122,603.23
Jun	\$134,112.69	\$24,302.12	\$71,629.31	\$141,350.69
Jul	\$171,228.19	\$76,095.13	\$94,790.24	\$174,604.68
Aug	\$199,483.93	\$53,842.42	\$121,928.59	\$231,927.71
Sep	\$214,497.00	\$64,194.10	\$148,909.98	\$263,467.14
Oct	\$228,137.12	\$61,814.99	\$162,049.98	\$226,789.27
Nov	\$181,987.69	\$51,138.72	\$128,970.75	
Dec	\$145,998.17	\$52,127.72	\$113,965.62	
Through Oct	\$1,554,260.10	\$736,887.76	\$839,051.68	\$1,559,565.26
TOTAL	\$1,882,245.96	\$840,154.20	\$1,081,988.05	\$1,559,565.26

