



Hotel Motel Advisory Committee (HMAC) Agenda

**March 8, 2023
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), Byron Pihuave
(Cedarbrook Lodge), Vacant – Hotel Representative

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

Staff Coordinator: Aleksandr Yeremeyev, *Economic Development Manager*

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 11/09/22 Minutes	Approval	Members	5
3	SeaTac Police Report	Update	Police Staff	10
4	WA Department of Revenue Statistics	Update	Aleksandr Yeremeyev	10
5	Seattle Southside Regional Tourism Authority (SSRTA) Update	Update	Mark Everton	20
6	SeaTac Tourism Destination Development Plan (TDDP)	Update/Discussion	Aleksandr Yeremeyev	25
7	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 ayeremeyev@seatacwa.gov. Thank you!



Hotel Motel Tax Advisory Committee Meeting Minutes

11/9/2022
3:00 pm – 5:00 pm
Virtual Meeting

Members Present: Peter Kwon, Chair, Jeffrey Bauknecht (*Museum of Flight*), Rich Scherzinger (*Hilton*), Yvonne Gooden (*SeaTac BMX*)

Members Absent: Amanda Leon (*Highline Botanical Garden Foundation*), Mollieann Mad (*BMI Hospitality*), Barbara Brunetti (*Wingate*)

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

Others Present: Mark Everton, David Holder (*Clarity of Place*), Byron Pihuave (*Cedarbrook Lodge*),

Commence: 3:02 PM
Adjourn: 4:18 PM

1. Call to Order / Introductions	Chair Kwon called the meeting to order at 3:02 pm.
2. Approval of the 06/08/22 Minutes	Minutes of the June 9, 2022, meeting were approved.
3. WA Department of Revenue Statistics	Tanja shared the Department of Revenue statistics. Rich Scherzinger explained the numbers. Numbers are up because of availability of transient travel and the industry definitely seems to be back on track.
4. SeaTac Tourism Destination Development Plan (TDDP)	Tanja can provide more information by email after the meeting and it will be posted on the website. <ul style="list-style-type: none">• Last September there was discussion about how the TDDP plan would be developed.• The city adopted several tourism policies that guided the creation of the TDDP RFP.• An RFP was published asking applicants to evaluate a 2-phased approach towards the tourism policies of the City. First is the near future actions and second is a longer-term outlook that builds on phase one. This plan will complement the City Center area plan by helping identify places already being visited and additional tourism related opportunities within the City, including events and

	<p>programming. The plan will also identify and ultimately guide how lodging tax revenue can be used most effectively to maximize benefits to the City of SeaTac and the lodging industry. The plan will also address branding and identity positioning aspects of SeaTac as a destination within the region.</p> <ul style="list-style-type: none"> • The phase approach provides an opportunity to gather 5 years of metrics to see how successful the plan is in implementing the vision and will inform where the City can guide lodging tax dollars. What is working and what isn't will identify "demand drivers". • Timeline is the next 6 months to get contract signed. Staff can share updates on the contract plan after the contract is signed and the work commences. <p>Discussion:</p> <ul style="list-style-type: none"> • Chair Kwon would like Tanja can provide what was discussed at the last PED meeting to the committee. Tanja will email a link to the materials. • It is good to focus not only on what has or will change but to also focus on the fundamental things that have not changed and probably won't change. Collaboration and overlap among all the committees to make sure ideas are aligned is important.
<p>5. Seattle Southside Regional Tourism Authority (SSRTA) five-year strategic plan</p>	<p>Mark Everton presented information about their 5-year plan which begins in 2023. They are currently in information gathering mode. They will meet with an impact group of 40 hotels, a group of sports leaders, 18 DMO groups, and the State of Washington Tourism Agency. There will also be a council study session.</p> <p>David Holder from Clarity of Place shared a PowerPoint presentation on the work they are doing. This will be provided to the committee after the meeting.</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Awareness that we are an alternative destination from downtown Seattle. • Understanding the need periods for our market. And advertising to meet those needs. • Keep track of safety. We do need to improve our image as far as this goes so that people feel safe coming to SeaTac. • Collaboration and partnership among the area will benefit all. • Be at the forefront of internet searches so that when people are researching the area they will want to stay in SeaTac and visit the amenities we offer here. • Create a destination for conferences. • Offer some more events for families and children, not just the community, but also families travelling to the area.
<p>6. Adjourn</p>	<p>Chair Kwon adjourned the meeting at 4:47 PM</p>

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

	2019	2020	2021	2022	2023
Jan	\$122,762.86	\$121,624.17	\$41,098.46	\$97,106.15	\$126,729.01
Feb	\$103,560.38	\$109,927.63	\$32,884.70	\$111,022.81	\$148,089.62
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	\$231,358.60	
Dec	\$145,998.17	\$52,127.72	\$113,965.62	\$170,774.10	
TOTAL	\$1,882,245.96	\$840,154.20	\$1,081,988.05	\$1,961,697.96	\$274,818.63

