

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

February 9, 2011

Meeting Notes

Hotel-Motel Members Present: Mayor Terry Anderson, Chair; Pat Baker; Jeff Hart; Cathy Heiberg; Nancy Hinthorne; Roger McCracken; Jerry Stotler

Members Absent: Naomi Ishikawa, Frank Welton

Others Present: Ashley Comar, SSVS; Doris Cassan, Dollar; Natalie Elert, Dollar Rent-a-Car; Earl Gipson, GTS; Tom Hooper, Port of Seattle; Elizabeth Paulsen, CeSI

Meeting Duration: 3:00 – 5:00 p.m.

Staff Present: Jeff Robinson, Interim ACM / Economic Development Manager, Al Torrico, Senior Planner; Chief Jim Graddon; Soraya Lowry, Project Manager

AB #	Topic	Disposition
	2. Adoption of Minutes of November 10, 2010 & January 12, 2011 – Mayor Anderson	<input type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input checked="" type="checkbox"/> Approval(s) <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial <hr/>
	3. Update from SeaTac Police Department – Chief Jim Graddon	<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial <input type="checkbox"/> Referred to: City Council <ul style="list-style-type: none"> • <i>Chief Graddon briefed the committee on current activities and task force operations in South King County. The statistics show decreases in all aspects of vice contacts.</i>
	4. Update on South Access Project – Tom Hooper	<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial <input type="checkbox"/> Referred to: City Council <ul style="list-style-type: none"> • <i>Hooper described and used a graphic representation to update the committee on the current thinking for the alignment of the South Access roadways into and through the airport.</i> • <i>There is a need to preserve the flexibility for the</i>

		<p><i>Port in the future while accommodating the extension of light rail to the south. As part of this planning the change was made from the original plan for a tunnel under S. 188th to an aerial roadway over 188th.</i></p> <ul style="list-style-type: none"> • <i>Committee members expressed concerns over the lengthening of miles and travel times for shuttles from hotels and park & fly operations.</i> • <i>The use of the 28th - 24th option for an interim south access was still being contemplated but traffic modeling shows that the option will not be able to handle the expected increase in traffic over the long-term, with passenger targets of 52 million annually based on airfield capacities.</i> • <i>There was a discussion of the planned roadway alignment and its potential negative impact on local businesses that support the airport's operations such as hotels, restaurants and park & fly operations.</i> • <i>Hooper stated that the intention was not to harm the business environment but that there were not many alternatives to the current plans for the south access alignment. He stated that he would express the committee's concerns to others at the Port.</i> • <i>The issue of the closure of the 182nd Street access was brought up and the committee wants to explore prospective option for a strategy to keep that airport / city access open.</i>
	<p>5. Update on Link Light Rail Extension to South 200th – Soraya Lowry</p>	<p><input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial <input type="checkbox"/> Referred to:</p> <ul style="list-style-type: none"> • <i>Lowry gave the committee an update on the current status and schedule for the Link light rail extension to South 200th Street.</i> • <i>The current guideway alignment, station design plans and parking were overviewed. The preliminary findings of the studies on parking demand and traffic impacts were previewed.</i> • <i>Lowry also informed the committee on the business and community outreach plans that Sound Transit has presented and let the committee know about the monthly updates to the City Council and the open house planned for early March.</i>

		<ul style="list-style-type: none"> • <i>She also presented the CUP/EPF Ad Hoc Committee’s roles and responsibilities and the negotiation of a development agreement that would seek to find mitigation strategies for issues that arise during the committee’s and staff’s review of the project.</i>
	<p>6. SSVS Update -- Ashley Comar</p>	<p><input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial <input type="checkbox"/> Referred to:</p> <ul style="list-style-type: none"> • <i>Ashley Comar gave a presentation on current and planned SSVS projects and programs including: “Shop Like a Rockstar”; Airport signage and the new wrap for the Westfield / SSVS Shuttle.</i>
	<p>7. Update on SeaTac-Specific Tourism Marketing Project – Elizabeth Paulsen</p>	<p><input checked="" type="checkbox"/> Informational Update <i>Elizabeth Paulsen summarized the impacts of the SeaTac specific marketing campaign and described how well the program was functioning.</i> <i>In January 82 of 89 conversions to reservations off the website were for SeaTac properties. This equates to 92% of total conversions. In December there were 87 of 101 conversions or 86%.</i></p>
	<p>8. STR Report</p>	<p><i>The STR report was reviewed by the committee and occupancy rates for 2010 were up 6% over 2009. Revenue was up \$4 million dollars in 2010 over 2009. All hotel representatives believe that the statistics for 2011 would be even better.</i></p>