

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

March 9, 2011

Meeting Notes

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

Members Absent: Naomi Ishikawa, Cathy Heiberg

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

Meeting Duration: 3:00 – 5:00 p.m.

Staff Present: Cindy Baker, Community & Economic Development Director, Al Torrico, Senior Planner;; Soraya Lowry, Project Manager

AB #	Topic	Disposition
	1. Adoption of Minutes of February 9, 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/>
	2. Update on Sound Transit Light Rail Extension to South 200th – Soraya Lowry	<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 <hr/> <input type="checkbox"/> Referred to: City Council <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. Mainly that they are refining 30% design and budget and that the Board will decide in late May whether to accelerate the project.</i> • <i>Lowry gave a recap of the issues discussed at the Council retreat regarding the S. 200th Street Station: Taking a diversified approach to parking management, mitigating traffic impacts – 28th/24th, Multi-modal access- Pedestrian/Bicycle Improvements, Encourage redevelopment, Public restrooms are a Council priority, A Police storefront is a lower priority, choosing an architecture theme, and Public outreach by Sound</i>

		<p><i>Transit.</i></p> <ul style="list-style-type: none"> • <i>Lowry discussed “Next Steps/Milestones”: The City will have ongoing meetings with Sound Transit to discuss and work through issues, Complete a term sheet by Spring 2011, Sound Transit to complete design refinements and Board to take action on accelerated schedule in Spring/Summer 2011, Development Agreement & CUP 2011/2012, Start Construction in 2012.</i> • <i>McCracken commented how critical 28th/24th is in terms of South Access to open properties & provide access to the Airport and steps should be taken now rather than waiting for SR 509 to become a project.</i> • <i>Gipson commented that closing S. 182nd Street when South Access is constructed will kill businesses between S. 188th Street and S. 176th Street and that under the Port’s current South Access plan S. 188th Street to 28th Ave. S. would be used for commercial access only.</i>
	<p>3. Update on Zoning Code Ad Hoc Committee – Cindy Baker</p>	<p><u>X</u> Informational Update ___ Recommended for: ___ Approval ___ Approval with modifications ___ Denial ___ Referred to: City Council</p> <ul style="list-style-type: none"> • <i>Baker discussed the overall zoning code update and that the Ad Hoc Committee is currently working on the Parking Bonus.</i> • <i>Baker commented that there are currently 4-5 different methods to calculate the Parking Bonus being considered and that she expects 1 to 2 more meetings on the subject.</i> • <i>Baker discussed that prescriptive and formed based approaches are being considered by the Committee.</i> • <i>Baker advised the Committee that the deadline to submit comments regarding the Parking Bonus is April 15, 2011 and that they could contact any Planning staff to comment.</i> •
	<p>4. SVSS Update – Kathrine Kertzman</p>	<p><u>X</u> Informational Update ___ Recommended for: ___ Approval ___ Approval with modifications ___ Denial ___ Referred to:</p>

		<ul style="list-style-type: none"> • <i>Kertzman mentioned that 100 plus people attended Seattle Southside Annual Tourism Networking meeting, which was a success.</i> • <i>Kertzman informed everyone that the Washing State Tourism office was losing its funding and will be closing July 1. A new private entity, Washington Tourism Alliance, is working with the State on a mechanism to transfer their assets so they can assume the role of promoting tourism in Washington State.</i> • <i>Kertzman noted that Washington State will be the only state without a tourism office.</i> • <i>Kertzman mentioned that there will be tourism alliance summit on March 31, 2011 at the Seattle Convention Center downtown and encouraged those interested to attend.</i> • <i>Welton commented that there needs to be a broad based approach to tourism to capture all tourism related businesses. He also noted that State government has not stepped up to support tourism.</i> • <i>The question was posed about using a portion of the stadium bond revenue and keeping that portion within King County to fund tourism programs.</i> •
	<p>5. SSVS Update on SeaTac specific marketing project -- Elizabeth Paulsen</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</p> <p><input type="checkbox"/> Referred to:</p> <ul style="list-style-type: none"> • <i>Paulsen summarized the impacts of the SeaTac specific marketing campaign and described how well the program was functioning.</i> • <i>Highlights include: Hits for SeaTac hotels is doing very well; Rockstar is up and is on Facebook and Google; Google adds – Impressions were slightly down, but conversions were up; More hotels have been invited to engage in sharing data; SSVS is working to minimize the number of clicks it takes to book rooms and increase traffic; SSVS has a great ad on mynorthwest.com which will run for 4 months; and SSVS will be launching KIRO ad and will monitor and assess the mynorthwest.com ad campaign.</i> •

	<p>6. Discussion on Process and Schedule for 2012 Funding Requests – Jeff Robinson</p>	<p><u> </u> Informational Update <u> </u> Recommended for: <u> </u> Approval <u> </u> Approval with modifications <u> </u> Denial <u> </u> Referred to: <i>This agenda item was deferred to the next Hotel/Motel Committee meeting by Mayor Anderson.</i></p>
	<p>7. Discussion on Filling of Committee Vacancies – Mayor Anderson</p>	<p><i>Mayor Anderson asked the Committee for any recommendations. Lynn Wallace was proposed.</i></p>
	<p>8. STR Report</p>	<p><i>The STR report was reviewed by the committee and occupancy rates for January 2011 were up 2.1% over December 2010. Revenue was up \$5,419,423 million dollars in 2011 over 2010. All hotel representatives saw this as positive news, but they noted that there is still more work to do to get back to previous levels.</i></p>
	<p>9. Other business</p>	<ul style="list-style-type: none"> • <i>HB 1371 is being considered that would require public agencies to use only public facilities for event.</i> • <i>The Committee commented that there needs to be more flexibility and that not allowing public agencies to use other facilities does not foster economic development with the region.</i> • <i>The Committee would like to see the HB modified or killed.</i> • <i>The Committee suggested that perhaps a letter could be sent to the Lt. Governor and all those associated with the HB to make them aware of hotel industries position, this is an important issue for the hotel industry.</i> • <i>SSVS is working the Port on sign locations for the new Rental Car Facility.</i> • <i>If possible the Committee would like a briefing on the Port's Part 150 Noise Study, and does the Port have a map showing possible locations for a potential "hush house"?</i>

Meeting adjourned at 4:25 PM.