

November 8, 2023
3:00-5:00PM
In-Person/Hybrid Meeting
City Hall Council Chamber

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), Jon McFarland (SeaTac Hilton and DoubleTree)

Tourism Related Enterprise: Jeffrey Bauknecht (Museum of Flight), Anikó Juhász (Highline Botanical Garden Foundation), Vacant

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 - One Vacant Position		Chair Kwon	5
2	Approval of the 03/08/23 and 05/10/23 Minutes	Approval	Members	5
3	SeaTac Police Report - to be confirmed	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	15
6	SeaTac Tourism Destination Development Plan (TDDP)	Update/Discussion	Aleksandr Yeremeyev / Greg Oates	45
7	Around the table – member updates	Update	Chair Kwon	10
8	Adjourn			

PLEASE NOTE:

Committee members will receive meeting invites with Zoom details.

This meeting will be conducted in-person with a hybrid format with remote options for public viewing. 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

3/8/2023
3:00 pm – 5:00 pm
Hybrid Meeting

Members Present: Peter Kwon, Chair, Jeffrey Bauknecht (*Museum of Flight*), Byron Pihuave (*Cedarbrook Lodge*), Mollie Mad (*BMI Hospitality*), Yvonne Gooden (*SeaTac BMX*), Anikó Juhász (*Highline Botanical Garden Foundation*)

Members Absent: None

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

Others Present: Mark Everton (*SSRTA*), Captain Troy Smithmeyer, Assistant Chief (*Police Department*), Sgt. Jason Houck (*Police Department*), Meagan McGuire (*SSRTA*), Greg Oates (*Next Factor*), Je-Vonna Sampson (*Next Factor*), John McFarland (*Hilton*)

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

1. Call to Order / Introductions	Chair Kwon called the meeting to order at 3:03 pm.
2. Approval of the 11/09/22 Minutes	Approval: Jeff Bauknecht made a motion to approve the 11/09/2022 minutes as written. Byron Pihuave seconded the motion. Approved 5:0
3. SeaTac Police Report – Captain Troy Smithmeyer, Assistant Chief & Sergeant Jason Houck	Update: Captain Smithmeyer introduced Sergeant Houck who will be taking over the Police department updates after this meeting. Captain Smithmeyer provided an update on crime statistics for the 4 th quarter Hotel and Car Rental Zones. Discussion commenced between Chair Kwon and Sgt. Houck
4. WA Department of Revenue Statistics –	Update: Aleksandr Yeremeyev presented the most recent revenue statistics.

Aleksandr Yeremeyev	Discussion between Chair Kwon, Aleksandr Yeremeyev, Jon McFarland, Mollie Mad, and Byron Pihuave
5. Seattle Southside Regional Tourism Authority (SSRTA) Update – Mark Everton	<p>Update:</p> <p>Mark Everton updated on:</p> <ul style="list-style-type: none"> • STAR (Smith Travel Research) Report • Southside Shuttle • 5 year - Strategic plan just wrapping up (slides presented) • Advertising and branding campaign. New tagline is Explore Seattle Southside <p>Discussion commenced between Mark Everton, Jeff Bauknecht, Chair Kwon, and Jon McFarland</p>
6. SeaTac Tourism Destination Development Plan (TDDP) – Aleksandr Yeremeyev & Greg Oates, Next Factor	<p>Update/Discussion:</p> <p>Aleksandr introduced the Next Factor representatives:</p> <ul style="list-style-type: none"> • Greg Oates • Je-Vonna Sampson <p>Greg Oates presented on:</p> <ul style="list-style-type: none"> • Background and qualifications of Next Factor and Hunden • Strategic Direction • Stakeholder Engagement • Strategy Map (Infrastructure, City Branding, Community) <p>Discussion commenced between Aleksandr Yeremeyev, Greg Oates, Jeffrey Bauknecht, Byron Pihuave, Mollie Mad, Chair Kwon, and Mark Everton</p>
7. Adjourn	Chair Kwon adjourned the meeting at 4:20 PM



Hotel Motel Tax Advisory Committee Meeting Minutes

5/10/2023

3:00 pm – 5:00 pm

Virtual Meeting

Members Present: Peter Kwon, Chair; Jeffrey Bauknecht (*Museum of Flight*); Jon McFarland (*SeaTac Hilton and DoubleTree*);

Members Absent: Byron Pihuave (*Cedarbrook Lodge*); Anikó Juhász (*Highline Botanical Garden Foundation*); Mollieann Mad (*BMI Hospitality*); Yvonne Gooden (*SeaTac BMX*)

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

Others Present: Mark Everton (*SSRTA*); Greg Oates (*Next Factor, TDDP Consultant*); Annie McGrath (*Seattle Southside Chamber of Commerce*)

Commence: 3:05 PM

Adjourn: 4:17 PM

1. Call to Order / Introductions	Chair Kwon called the meeting to order at 3:05 pm. There were not enough members present to have a quorum, so no business was conducted.
2. Approval of the 03/08/23 Minutes	Review and Approve Unable to approve due to lack of a quorum.
3. Introduction	Chair Kwon introduced Jon McFarland.
4. SeaTac Police Report	Update Sgt. Houck was unable to attend, but he sent an email which Gillian read to the committee. Chair Kwon mentioned that the police department gave a presentation at the City Council meeting held on Tuesday, May 9, 2023.
5. WA Department of Revenue Statistics	Update Aleksandr presented the Dept of Revenue Statistics and Mark Everton presented the Star Report for the region. Discussion commenced between Chair Kwon, Jon McFarland, Mark, and Aleksandr.

<p>6. Seattle Southside Regional Tourism Authority (SSRTA) Update</p>	<p>Update</p> <p>Mark Everton presented a PowerPoint outlining their Mission and Values statement and the various travelers they are targeting and other ways they are marketing Seattle Southside. He also updated on the SeaTac Shuttle and how many people and hotels they have served in the past year. Also working on advertising in the Seattle Business Journal</p> <p>Discussion commenced between Chair Kwon, Aleksandr, Mark, Jon, and Jeff.</p>
<p>7. SeaTac Tourism Destination Development Plan (TDDP)</p>	<p>Update / Discussion</p> <p>Aleksandr introduced Greg Oates to present this update. The goal is to finish this plan up in the next couple of months. Received feedback last week and the feedback was good. Everything being done is meant to compliment what the SSRTA is doing. All decisions in the plan need to be seen through the eyes of the visitor to drive the change.</p> <p>Five overarching goals:</p> <ul style="list-style-type: none"> • Focus on Angle Lake Station area and community and making it a social hub. • Activating the airport and three stations to create a sense of identity, make sure people know where they are and where they are spending money. • What is happening around Tukwila station, residential and commercial and tying it into the northern part of SeaTac. • Beautify International Boulevard. Connect citizens and visitors to areas between the rail stations. • Develop an entertainment and events district, if land is available and it aligns with the City Center Plan update process. Possibly retail or culinary. Maybe cultural performance. <p>Discussion commenced between Chair Kwon, Greg, and Aleksandr.</p>
<p>8. Opportunity Bucket Funding Allocation</p>	<p>Update / Discussion</p> <p>Aleksandr updated about the SeaTac Public Works event called the Great SeaTac Scrub Down to be held on July 15, 2023. Last year had about 50 volunteers. This year we have even more volunteers. They get lunch, t shirt, and garbage pickers and bags to use to pick up trash. Afterwards there is a band playing in the park and there will be various food trucks available with food for purchase. They asked for \$5,000.00 to pay for shirts and food for the volunteers.</p> <p>Committee approval is not necessary because approval has already occurred for the overall fund (\$100,000.00/year allocated in the Opportunity Bucket.)</p> <p>Discussion commenced between Aleksandr and Jeff.</p>
<p>9.</p>	<p>Discussion:</p> <p>Annie thanked the committee for all they are doing.</p>

	Chair Kwon mentioned that SeaTac has 2 taco trucks that have made it to the top 30 in the state for food trucks.
10. Adjourn	Chair Kwon adjourned the meeting at 4:17 pm

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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	\$116,302.70
Apr	\$120,398.21	\$75,431.71	\$48,979.34	\$93,716.17	\$124,659.46
May	\$143,995.02	\$18,397.76	\$65,984.83	\$122,603.23	\$149,858.64
Jun	\$134,112.69	\$24,302.12	\$71,629.31	\$141,350.69	\$138,628.92
Jul	\$171,228.19	\$76,095.13	\$94,790.24	\$174,604.68	\$192,468.39
Aug	\$199,483.93	\$53,842.42	\$121,928.59	\$231,927.71	\$249,093.78
Sep	\$214,497.00	\$64,194.10	\$148,909.98	\$263,467.14	\$268,633.14
Oct	\$228,137.12	\$61,814.99	\$162,049.98	\$226,789.27	\$242,526.25
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	\$1,756,989.91

