

City of SeaTac

Council Study Session Minutes Synopsis

November 14, 2023
4:00 PM

City Hall
Council Chambers

CALL TO ORDER: Mayor Jake Simpson called the SeaTac City Council Study Session (CSS) to order at 4:00 p.m.

COUNCIL PRESENT (in-person): Mayor Jake Simpson, Deputy Mayor (DM) Senayet Negusse, **(remote):** Councilmembers (CMs) Iris Guzmán and Erin Sitterley. **Excused absent:** CMs Peter Kwon and Mohamed Egal.

STAFF PRESENT (in-person): City Manager Carl Cole, Senior Assistant City Attorney Cindy Corsilles, City Clerk Kristina Gregg, Senior Information Systems (IS) Technician Liban Ahmed; **(remote):** Government Relations & Communications Manager Kyle Moore, Community & Economic Development (CED) Director Evan Maxim, Economic Development Manager Aleksandr Yeremeyev, Human Resources Manager

AGENDA REVIEW: Hybrid Meeting: Broadcast on SeaTV Government Access Comcast Channel 21, Live-streamed on the City's website <https://www.seatacwa.gov/seatvlive>, in-person and remote options for public participation.

PUBLIC COMMENTS: None

AGENDA BILLS: (These items are for discussion only. Most Agenda Bills will be referred to a future Council meeting for action.)

Agenda Bill #6279; A Motion approving the City's 2024 Legislative Agenda.

Summary: The Legislative Agenda gives the Government Relations & Communications Manager and City Lobbyist, Gordon Thomas Honeywell (GTH), direction on which legislative issues to actively advocate for and which issues to react to during the legislative session.

The 2024 State Legislative Agenda consists of two documents. The first document is the 2024 Legislative Agenda that contains three to five top priorities for the City at the state level. GTH will proactively seek to accomplish these top priorities. The second document is the 2024 Policy Document (formally referred to as the Internal Legislative Agenda). These are also called "back-page items" which give the City's lobbyist policy direction on issues that will occur during the session. GTH will react to these items when they appear during the legislative session. These documents are combined into one attachment.

This was presented at CSS on September 12, October 10, and November 14. Council action is scheduled at the Regular Council Meeting (RCM) on November 28, 2023.

Government Relations & Communications Manager Moore introduced GTH Lobbyist Josh Weiss. They reviewed the agenda bill summary.

They reviewed the agenda bill summary and draft legislative agenda.

Council discussion ensued regarding the agenda.

Council consensus / direction: Refer to November 28, 2023 RCM as an Action Item

Agenda Bill #6338; A Resolution adopting the SeaTac Tourism Destination Development Plan (TDDP).

Summary: In 2021, the City Council adopted tourism and travel policies in the Economic Vitality Element. This Comprehensive Plan (CP) goal and policy language provided the basis for staff to develop a strategy around developing tourism amenities in SeaTac. The adopted CP goal and policy language states:

GOAL 8.8: Enhance the visitor experience and foster the local travel and tourism ecosystem to maximize the benefits of the City of SeaTac's geographic position regionally and globally.

Policy 8.8 A: Leverage the airport's presence to enhance travel and tourism opportunities in SeaTac.

Policy 8.8 B: Create consistent identity and community design elements to ensure SeaTac is recognizable and distinguished from other communities.

Policy 8.8 C: Promote programming, open spaces and physical connections that enhance the visitor experience.

AGENDA BILLS (continued):

Agenda Bill #6338; Resolution (continued):

Policy 8.8 D: Use lodging tax funding to enhance the SeaTac destination experience.

Policy 8.8 E: Engage in regional destination promotion to attract overnight visitors to SeaTac.

The TDDP was developed to serve as a companion document to the SeaTac CP's Economic Vitality Element and related planning efforts. The TDDP describes how SeaTac will implement the Tourism and Travel Policies. This TDDP is the first ever for SeaTac with the stated focus on the visitor economy and provides a strategic, holistic, and actionable road map to coordinate the recommended implementation strategies related to the tourism and travel economy.

The TDDP will serve to guide and inform the prioritization of resources and funding investments in tourism capital projects, programming, and tourism-related branding for the City. To develop the TDDP, the City of SeaTac staff and the consultant engaged with a broad spectrum of stakeholders, including the City Council and business owners, and built the framework to maximize existing and identify future development of tourism-related assets (capital, programs, branding). The plan is SeaTac-specific but also considers how SeaTac fits into and complements other areas within the region as a tourism destination.

The TDDP development process took place over about 12 months between November of 2022 and 2023 and consisted of several key elements, including but not limited to, the below:

1. Compiled and analyzed existing tourism asset data, traveler data, and regional characteristics that influence tourism, travel and visitation in the City;
2. Assessed and prioritized tourism needs and desires through public engagement, stakeholder interviews, focus groups, and tourism related meetings;
3. Performed a Strengths, Weaknesses, Opportunities, and Threats (SWOT)/competitive analysis;
4. Developed an action plan for implementation of identified strategies, which includes related timelines.

The TDDP informs lodging tax funding priorities and provides guidance to future expenditures and investments (capital, programmatic, branding) to achieve tourism and travel policy goals. TDDP development was aligned with SeaTac's CP and other ongoing planning efforts to ensure desired outcomes.

The TDDP strategic framework emphasizes celebration of the rich SeaTac diversity of culture and ethnic foods and experiences, further development of tourism-related activities and activation of the three urban villages surrounding the light rail stations (Tukwila International Blvd, SeaTac/Airport and Angle Lake). The plan also speaks to the overall improvement of the visitor experience to encourage extended and repeat visitation (which results in more visitor spending and benefits SeaTac businesses and generates more taxes to fund services). The recommendations were crafted to benefit visitors, local residents, workers, and other participants in the visitor economy.

Following adoption of the TDDP by the City Council, CED's annual work plan will incorporate tourism-related initiatives in accordance with the TDDP. This document will serve as SeaTac's first strategic plan to implement the recently adopted travel and tourism goal and policies. Staff anticipates that the TDDP will be reviewed and updated every 3 to 5 years to maintain relevance within the fast-paced travel and tourism environment.

The final draft of the TDDP is intended for Council review and subsequent adoption by resolution at the 11/28/2023 Regular Council Meeting.

Future proposed expenditures of lodging tax funds will be routed for review and recommendation by the Hotel Motel Advisory Committee and subsequently brought to Council for consideration through the budgeting process.

The process of developing the SeaTac Tourism Destination Development Plan started in early 2022 with multiple presentations and discussions by the Hotel Motel Advisory Committee. Since then, the topic was reviewed and considered at PED on 10/27/22, with consultant contract review and approval of a budget amendment at RCM 11/08/2022. The HMAAC reviewed the draft framework at the meetings on 03/08/23 and 05/10/2023. The final draft was reviewed by the HMAAC committee on 11/8/2023 with unanimous support for Council consideration and subsequent adoption. Staff recommends the Council to adopt the plan by Resolution at the Regular Council Meeting on November 28, to inform the development of tourism-related work plan items. November 28, to inform the development of tourism-related work plan items.

AGENDA BILLS (continued):

Agenda Bill #6338; Resolution (continued):

ED Manager Yeremeyev introduced MMGY NextFactor Senior Vice President Greg Oates.

They reviewed the agenda bill summary and the TDDP.

RECESSED/RECONVENED: Mayor Simpson recessed the meeting from 4:38 p.m. until 4:43 p.m.

They continued reviewing the TDDP.

Council discussion ensued regarding the TDDP, promoting parks and events, infrastructure, utilization of previous reports, and implementation.

Council consensus / direction: Refer to November 28, 2023 RCM as a Consent Agenda Item

EXECUTIVE SESSION: None

ADJOURNED: MAYOR SIMPSON ADJOURNED THE MEETING AT 5:19 PM.