

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

April 13, 2011

Meeting Notes

Hotel-Motel Members Present: Mayor Terry Anderson, Chair; Jeff Hart; Cathy Heiberg Nancy Hinthorne; Roger McCracken; Frank Welton

Members Absent: Pat Baker; Naomi Ishikawa; Jerry Stotler,

Others Present: Rob Adams, Landrum & Brown; Ashley Comar, SSVS; Doris Cassan, Dollar; Natalie Elert, Dollar Rent-a-Car; Tom Fogertson, Port of Seattle; Earl Gipson, GTS; Katherine Kertzman, SSVS; John Matthews, Coast Hotels; Elizabeth Paulsen, CeSI; Stan Sheppard, P.O.S.

Meeting Duration: 3:00 – 5:00 p.m.

Staff Present: Jeff Robinson, Economic Development Manager; Al Torrico, Senior Planner; Soraya Lowry, Project Manager

AB #	Topic	Disposition
	2. Adoption of Minutes of March 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 <input type="checkbox"/>
	3. Briefing on Port of Seattle Part 150 Noise Study – Stan Sheppard, P.O.S. Airport Noise Programs Manager	<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>A presentation of the Part 150 Noise Study was made by Sheppard. The boundaries of the study were reviewed and an overview of the available mitigations was discussed.</i> • <i>The goal of the study is to update the Port's Noise Review Boundary (NRB) and the currently proposed boundary is smaller than the original NRB created in 1985.</i> • <i>A question was posed by McCracken and Welton regarding why commercial properties were not included in the study and it was explained that FAA regulations do not allow for mitigations for non-residential properties except for schools, hospitals, etc.</i> • <i>Sheppard remarked that there were no foregone</i>

		<p><i>conclusions regarding the NRB and potential options for the type of mitigations were still under consideration.</i></p> <ul style="list-style-type: none"> • <i>Sheppard went on to discuss the concept of a “Hush House” that would be used for the testing and warming up of jet engines. The analysis of the Hush House includes potential locations on the airfield, cost and the assumptions for the type of aircraft wind direction, sight lines, etc.</i> • <i>A question was posed by Heiberg as to the financing for the Hush House and it was indicated that the FAA would pay for 80% and the Port for 20%.</i> • <i>With the use of the Hush House the decibel readings would be reduced by between 15 -20 db.</i> • <i>The decision on whether to move forward and where to place the facility would be made in mid-summer 2012.</i> • <i>A question was asked by Torrico on whether the facility would negatively impact current or future airfield operations and the response was that if it was decided it would, the project would not move forward.</i>
	<p>4.South 200th Light Rail Link Extension Update – Soraya Lowry</p>	<p><u>X</u> Informational Update <u> </u> Recommended for: <u> </u> Approval <u> </u> Approval with modifications <u> </u> Denial <u> </u> Referred to:</p> <ul style="list-style-type: none"> • <i>Lowry described the current thinking on the alignment of the extension and spoke about the locational issues for the station, park & ride and community access point.</i> • <i>McCracken asked about any impacts from the project to the 28th -24th road project and the use of surface streets as the interim airport south access connection. Robinson explained that the City was working to insure that the Link project and ancillary facilities would not negatively impact the roadway extension.</i> • <i>Lowry gave an overview on the Development Agreement and explained that staff was in the process of reviewing the most recent Environmental Assessment of the project to provide comments to Sound Transit.</i>

	<p>5. 2011 1st Quarter SSVS Update – Katherine Kertzman</p>	<p><u>X</u> Informational Update <u>X</u> Recommended for: <u>X</u> Approval ___ Approval with modifications ___ Denial ___ Referred to:</p> <ul style="list-style-type: none">• <i>Kertzman reviewed 1st quarter activities and statistics regarding: Visitor Center Activities; event planning; intern ads volunteer utilization; airport signage; SSVS Westfield Shuttle.</i>• <i>Comar provided an update on outreach and sales activities including: RFPs; ConFam; Shop Like a Rockstar; as well as print and on-line marketing, the meeting planner guide, website evolution and new trade show banners.</i>• <i>Kertzman also discussed the newly formed Washington Tourism Alliance (WTA) and its goals and objectives including operational funding needs.</i>• <i>A motion was made by Welton and seconded by Hart for the City of SeaTac to become a Founding Member of the WTA by making a \$5,000 investment. Motion carried.</i>• <i>Robinson asked if any other public entity had made such a commitment and Kertzman answered that there had not been any to date. The committee felt that making the first such commitment a message would be sent to others and that this would be a strong indication from the City of how important the tourism industry was to both the local community and to the state as a whole.</i>
	<p>6. Update on SeaTac Specific Marketing Project – Elizabeth Paulsen</p>	<ul style="list-style-type: none">• <i>Paulsen gave a summary of current results and future plans for the program, including: website unique visitors which have increased; page view; pay per clicks to determine the most effective sites and ad placements; conversion sources; and, next steps which include continual upgrade to metrics and additional information-sharing with local lodging facilities.</i>

	<p>7. Discussion of 2012 H/M Funding Process – Jeff Robinson</p>	<ul style="list-style-type: none"> • <i>Robinson reviewed prior year’s practices and asked the committee for any input as to revisions to the process and award decisions.</i> • <i>The committee indicated that the process should be more widely communicated through media ads and SeaTac website notification.</i>
	<p>8. 2011 State Legislative Update -- Robinson</p>	<p><input checked="" type="checkbox"/> <u>Informational Update</u> <input type="checkbox"/> <u>Recommended for:</u> <input type="checkbox"/> <u>Approval</u> <input type="checkbox"/> <u>Approval with modifications</u> <input type="checkbox"/> <u>Denial</u> <input type="checkbox"/> <u>Referred to:</u></p> <ul style="list-style-type: none"> • <i>Robinson gave a brief overview and summary of the tourism related actions in the Legislature to date, including SHB 1997 (the Stadium Tax) and how the SSVS was included through an amendment to receive \$500,000 annually for 5 years. He further indicated that this additional funding should be seen as a way to keep funding stable through this county investment and that it would give the committee a the ability to begin replenishing the reserves that have been utilized over the past three years to provide funding for projects and programs.</i>
	<p>9. Discussion on the filling of current committee vacancies – Mayor Anderson & Jeff Robinson</p>	<ul style="list-style-type: none"> • <i>Robinson explained the three current vacancies on the H/M Committee. These are two lodging industry representatives and one non-lodging representative. He summarized the process that would be used and asked that anyone who would like to make a nomination or self-nominate was welcome to do so. He asked that such nominations be provided no later than two weeks from the meeting date so the process could move forward in an expeditious manner.</i> • <i>McCracken nominated John Matthews who is the new General Manger for Coast Hotels & Resorts, which owns the Coast gateway in SeaTac.</i> • <i>Hinthorne nominated Lynn Wallace, the newly appointed President and Executive Director of the SW King County Chamber of Commerce.</i>
	<p>10. STR Report</p>	<p><i>The STR report was reviewed by the committee which showed a year to date increase of 3.6% in occupancy and 1.4% increase in revenue. ADR was still lagging at -2.1% but growing but RevPar was up 1.4 %.</i></p>

	11. Other Business	<ul style="list-style-type: none">• <i>Robinson gave an update on the RFP process for the multi-sports complex and indicated that the RFPs would be distributed soon with responses due in June.</i>
	Meeting adjourned at 5:00 PM.	