

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

May 11, 2011

Meeting Notes

Hotel-Motel Members Present: Mayor Terry Anderson, Chair; Pat Baker; Cathy Heiberg; Roger McCracken;

Members Absent: Jeff Hart; Frank Welton

Others Present: Jeff Bauknecht, Museum of Flight; Ashley Comar, SSVS; Doris Cassan, Dollar; Earl Gipson, GTS; Doug King, M.O.F.; Elizabeth Paulsen, CeSI; Rich Rime, M.O.F.; Lynn Wallace, SWKCC

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 |
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| | 2. Adoption of Minutes of April 13, 2011 – Mayor Anderson | <input type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval(s) <input type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial <input checked="" type="checkbox"/> No adoption due to lack of quorum at beginning of meeting. |
| | 3. Introduction of and discussion with Douglas King, President and CEO of the Museum of Flight | <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>Mr. King thanked the committee for its long-running support of the Museum of Flight and pledged to work closely with the SSVS and lodging industry on creative partnerships.</i> • <i>He gave an overview of his background and stressed that the importance of science literacy for the students in the region and for others will be one of his foremost goals. Working with other institutions and educational entities would be a key to making this happen.</i> • <i>An outline of the M.O.F.'s strategic planning process which will culminate with a final draft in October and indicated that the H/M Committee would be briefed and given the</i> |

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| | | <p><i>opportunity to comment prior to its finalization. The 5 areas of emphasis are: The Collection Committee; Education; The Visitor’s Experience; Boeing’s 100 year anniversary in 2016; and a Restoration center.</i></p> <ul style="list-style-type: none"> • <i>He commented that he believed that the length of stay for each visitor to the museum and the total number of visitors to the museum will be increased over the next five years.</i> • <i>Committee members made several suggestions about increased coordination and collaboration with local and regional organizations and others. These included: increase signage at the museum crediting the public sector partners that help support the museum and its mission; closer coordination with the cruise ship sector to bring guests to the area a day earlier or incent them to stay an extra day or two.</i> |
| | <p>4.South 200th Light Rail Link Extension Update – Soraya Lowry</p> | <p><u><input checked="" type="checkbox"/></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>She described the most recent iteration of the traffic impact study and the parking plan(s) and the internal City-analysis of the current Environmental Assessment.</i> • <i>A brief overview was provided regarding the transit-oriented development that is planned for the area in the immediate vicinity of the new station and parking structure.</i> • <i>The current budget and financing of the extension and station development was reviewed and provided the timeline for approvals by the Sound Transit Board, which is scheduled for late July.</i> • <i>McCracken indicated that precautions should be made to avoid a “park& fly” use of the transit’s parking because it would negatively impact both private operators and the Port’s parking revenues, and thus the tax generated to</i> |

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| | | <p><i>the City. Robinson replied that this has been and will continue to be a point of discussion with Sound Transit.</i></p> <ul style="list-style-type: none"> • <i>Lowry indicated that the Sound Transit Community Outreach staff would like to have an opportunity to speak with the H/M Committee.</i> |
| | <p>5. 2011 1st Quarter 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>Comar reviewed recent activities and statistics regarding: Visitor Center Activities; event planning; intern ads volunteer utilization; airport signage; SSVS Westfield Shuttle.</i> • <i>She also provided an update on outreach and sales activities including: RFPs; ConFam; Shop Like a Rockstar; as well as print an on-line marketing, the meeting planner guide, website evolution and new trade show banners.</i> • <i>The newly formed Washington Tourism Alliance (WTA) was briefly discussed in terms of current status and planned activities.</i> • <i>McCracken asked whether there was shuttle service to the M.O.F. and was told that had been discontinued. Representatives of the museum indicated a willingness to discuss expanding the service and offered to potentially assist with funding the effort.</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</i> |

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| | | <i>metrics and additional information-sharing with local lodging facilities.</i> |
| | 7. Discussion of 2012 H/M Funding Process – Jeff Robinson | <ul style="list-style-type: none"> • <i>Robinson reviewed the process for reviewing and selecting proposals for H/M funding in 2012.</i> |
| | 8. 2011 State Legislative Update -- Robinson | <p><input checked="" type="checkbox"/> Informational Update</p> <p><input type="checkbox"/> Recommended for:</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval with modifications</p> <p style="padding-left: 20px;"><input type="checkbox"/> Denial</p> <p><input type="checkbox"/> Referred to:</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.</i> |
| | 9. Discussion on the filling of current committee vacancies – Mayor Anderson & Jeff Robinson | <ul style="list-style-type: none"> • <i>Robinson summarized the selection process to date and handed out a list of nominees that were under consideration for the vacancies.</i> |
| | 10. STR Report | <ul style="list-style-type: none"> • <i>The STR report was reviewed by the committee which showed a year to date increase of 7.4% in occupancy and 7.2%% increase in revenue.</i> • <i>ADR was still lagging – but only at .2%</i> • <i>RevPar showed strong year to year growth at a 7.2% increase.</i> |
| | 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. | |
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