

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

May 9, 2012

Meeting Notes

Hotel-Motel Members Present: CM Terry Anderson; Jeff Bauknecht; Caroline Curtis; Lucas Franco, Unite Here Local 8; Jeff Hart; Cathy Heiberg; Roger McCracken; Vickie Molzer; Frank Welton;

Members Absent:

Others Present: Meilee Anderson, SSVS; Doris Cassan, Dollar Rent a Car; Ashley Comar, SSVS; Natalie Elert, Dollar Rent a Car; Rick Forschler, City Council; Katherine Kertzman, SSVS; Frank Maros, Coast Gateway Hotel; Scott Ostrander, Cedarbrook Lodge; Lynn Wallace, SW King County Chamber

Meeting Duration: 3:00–5:00p.m.

Staff Present: Jeff Robinson, Economic Development Manager

AB #	Topic	Disposition
	2. Adoption of Minutes of April 11, 2012	<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 Motion by Heiberg. Second, Curtis
	3. Discussion of Draft Multi-Sport Facility Study - Group	<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 <ul style="list-style-type: none"> • <i>Robinson introduced the final working draft of the Study and the HMAC discussed the findings.</i> • <i>There was some question as to the breadth of the types of activities that would generate room nights.</i> • <i>The committee's position at this time was that the projected 18,500 room nights was not enough to justify the costs – both development and operational for the facility.</i> • <i>Robinson will work with the consultant to clarify the outstanding issues and convene a sub-committee to further consider the report, and next steps, if any that need to be accomplished.</i>
	4. SSVS Update(s), Kertzman	<input checked="" type="checkbox"/> Informational Update

		<p><u> </u> Recommended for:</p> <p> <u> </u> Approval <u> </u> Approval with modifications <u> </u> Denial</p> <p><u> </u> Referred to:</p> <ul style="list-style-type: none"> • <i>Information was provided regarding the staff planning retreat for 2013</i> • <i>The Hilton-sponsored “Skate America” competition was presented. The event is scheduled for October 19 – 21 at the Showare Center.</i>
	<p>5. Report and Discussion of the Seattle Southside Tourism Promotion Area, Kertzman / Robinson</p>	<p><u> </u> Informational Update <u> X</u> Recommended for:</p> <p> <u> X</u> Approval <u> </u> Approval with modifications <u> </u> Denial</p> <p><u> </u> Referred to:</p> <ul style="list-style-type: none"> • <i>Kertzman and Robinson described the current status of the organizational efforts to create the SSTPA / PDA and reported on a meeting that was held with the City of Tukwila; including an extensive informational package and memorandum to the Mayor and City administrators.</i> • <i>An overview of upcoming meetings was presented that included Tukwila Council Committee session(s), and the Des Moines City Council.</i> • <i>A Motion was made by Welton and seconded by Molzer to request \$20,000 from the H/M Tax Fund to enter into a Letter of Agreement with the Pacifica law Group to begin the preparation of legal documents for the formation of the SSTPA and TDA. Motion carried unanimously.</i>
	<p>6. Discussion of a Tourism Attraction video for SSVS, Robinson</p>	<p><u> X</u> Informational Update <u> </u> Recommended for:</p> <p> <u> </u> Approval <u> </u> Approval with modifications <u> </u> Denial</p> <p><u> </u> Referred to:</p> <ul style="list-style-type: none"> • <i>Robinson presented the idea for a local attraction video that would highlight things to do and places to go throughout Seattle Southside and the Puget Sound region, in general. The video could be used as a loop in the visitor center and also made available to hotels to run on the closed circuit channels that some hotels now operate.</i> • <i>The committee thought it was an interesting</i>

		<p><i>concept and suggested that it be funded as one of the City-projects with 2013 H/M Tax funds; and closely coordinated through SSVS.</i></p> <ul style="list-style-type: none"> • <i>Robinson will do some research and bring a proposal back to the committee for consideration.</i>
	<p>7. H/M Tax Fund and Budget Presentation, Robinson</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>Robinson provided the committee with an overview of budgets and actual expenditures from the H/M Tax Fund for the years 2009 - 2011 by line item.</i> • <i>A suggestion was made that the City should consider a direct investment to the Washington Tourism Alliance for the tax fund. Robinson noted that SSVS had made an investment into WTA with funds generated by the participating SSVS cities.</i>
	<p>8. Smith Travel Report</p>	<ul style="list-style-type: none"> • <i>All indicators are trending up but not as quickly as the industry would like.</i> • <i>ADR of \$80 is only 50 % of the downtown Seattle market.</i>