

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

April 11, 2012

Meeting Notes

Hotel-Motel Members Present: CM Terry Anderson; Caroline Curtis; Cathy Heiberg; Roger McCracken; Vickie Molzer

Members Absent: Pat Baker; Jeff Bauknecht; Jeff Hart; Frank Welton;

Others Present: Meilee Anderson, SSVS; Doris Cassan, Dollar Rent a Car; Pam Fernald, SeaTac City Council; Katherine Kertzman, SSVS; Frank Maros, Coast Gateway Hotel; Lynn Wallace, SW King County Chamber

Meeting Duration: 3:00–4:30.m.

Staff Present: Jeff Robinson, Economic Development Manager

AB #	Topic	Disposition
	2. Adoption of Minutes of March 14, 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 McCracken. Second, Heiberg
	3. SSVS Update, Katherine Kertztzman	<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>Kertzman reported that the vacation Planners have been so popular that a second printing will need to occur to meet expected demand through the end of the year.</i> • <i>The winter campaign and contest attracted 500 entries and with so many the SSVS website will continue to post several others throughout the year.</i> • <i>The websites banner ads are being refreshed to attract more click-throughs.</i> • <i>There were 28,900 unique visits to the website in March.</i> • <i>A question was asked about the use of social media sites and Kertzman explained that the SSVS site was obtainable through Facebook and Twitter links on mobile media.</i> • <i>March was the first month that clicks leaving</i>

		<p><i>the website to partner websites had been tracked.</i></p> <p><i>There were 13,800 clicks to partner websites; 2,700 to the Travelocity booking pages; 740 to individual hotel pages; and, 751 total packages were referred.</i></p>
	<p>4. Military ConFam Hosted by SSVS, Meilee Anderson</p>	<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>Anderson reported that 25 reunion planners from across the country would be participating in the Military CONFAM and explained the importance of this activity to attract large events.</i> • <i>SSVs raised over \$26,000 in donations and sponsorships from area business.</i> • <i>The CONFAM will have a trade show with 16 vendors and will make visits to the Museum of Flight, Tillicum Village on an Argosy cruise, the Pike Place Market and the Space Needle.</i> • <i>The Doubletree was the official host hotel for the reunion planners.</i> • <i>Anderson reported that there are approximately 6,000 military reunions annually and that the average stay of 3-5 days in hotels generates between \$35,000 - \$75,000 in lodging and other related expenditures.</i>

	<p>5. Report and Discussion of the Seattle Southside Tourism Promotion Area, Kertzman / 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>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>Kertzman reported that a meeting was held with representatives from Des Moines and that the City Council was prepared to make a recommendation to move forward.</i> • <i>The Tukwila Lodging tax Advisory Committee will be meeting on April 25th to further discuss the prospects of the City's involvement with the TPA/PDA.</i>
	<p>6. Smith Travel Report / D.O.R. Lodging Tax Receipts</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>Curtis provided a report on the monthly Smith statistics and indicated that all numbers are trending upward.</i> • <i>She described the year to date rise in occupancy at 8.6% with increased RevPar at 13.1% and Revenue up 13.1% for the year through the February report.</i> • <i>The D.O.R. tax receipts were up 9% with YTD totals for 2012 at \$219,636 compared to 2011 at \$200,107 through March.</i>
	<p>7. 2013 Funding Process</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 discussed the application process and schedule for 2013 Hotel/Motel Tax funds and reviewed revisions to the 2012 application materials.</i>

	<p>8. Other Business</p>	<ul style="list-style-type: none">• <i>Robinson reported that Pat Baker had resigned from the Committee due to new work responsibilities.</i>• <i>Reported that the airport hotel concept was going to be putting out a formal request for proposals soon.</i>• <i>The Sports facility report would be completed by the end of May and a presentation would be made to the City Council at an upcoming study session.</i>• <i>Robinson distributed an article about the growth of international logistics businesses in SeaTac that appeared in "Site Selection" magazine.</i>
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