

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

February 15, 2012

Draft Meeting Notes

Hotel-Motel Members Present: CM Terry Anderson; Jeff Bauknecht; Caroline Curtis; Cathy Heiberg; Jeff Hart; Vickie Molzer; Frank Welton; Roger McCracken

Members Absent: Pat Baker

Others Present: Steve Beck, Celebrate America; Doris Cassan, Dollar Rent a Car; Natalie Elert, Dollar Rent a Car; Nona Evans, Celebrate America; Pam Fernald, SeaTac City Council; Rick Forschler, SeaTac City Council; Lonnie Goulet, Angle Lake Shore Club; Kathy Hadaller; Oren Hadaller, Celebrate America; Clyde Hill, Celebrate America; Katherine Kertzman, SSVS; Steve Spickard, Land economic Consultants; Harlow Stevens, Celebrate America; Shirley Stevens, Celebrate America; Lynn Wallace, SWKC Chamber;

Meeting Duration: 3:00–4:45 p.m.

Staff Present: Jeff Robinson, Economic Development Manager; Kit Ledbetter, Parks and Recreation Director; Albert Torrico, Jr., Senior Planner

AB #	Topic	Disposition
	2. Adoption of Minutes of January 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 Welton. Second, Hart
	3. Multi Sports Facility Update, Steve Spickard	<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>Spickard provided a status report and interim draft report on the Sports Facility market feasibility study.</i> • <i>He indicated that numerous similar venues have recently opened throughout the country and that they are analyzing how the development, financing and operations of these facilities can help inform the study that is being conducted for SeaTac.</i> • <i>He spoke about the pros and cons of new construction and adaptive re-use of existing space such as warehouse properties.</i> • <i>A discussion of how public/private/non-profit entities have partnered to create the facilities</i>

		<p><i>and the different operating models that would be explored.</i></p> <ul style="list-style-type: none"> • <i>The committee asked several questions that focused on other non-sport activities that the facility could accommodate and if suitable sites in SeaTac had been identified.</i> • <i>Spickard outlined next steps and a projection of a completed full draft by mid-Spring.</i>
	<p>4. Discussion and Direction Regarding the celebrate America funding requests, Group</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 asked the committee for their impressions of the funding request from the celebrate America Committee.</i> • <i>Most members indicated that they had not had time to review the entire package of 99 pages due to the delivery date just two days prior to the meeting.</i> • <i>Robinson provided the committee with a reduced version of the submittal that included the event and program descriptions and the H/M application pages to help facilitate the discussion and decision making process.</i> • <i>The committee discussed the proposal to the extent practical but decided that a decision could not be voted on at the meeting and asked for an additional amount of time to read the package and fully understand the request(s).</i> • <i>Several members of the committee thanked the group for the hard work they had put into the planning of the events and credited the grass roots nature and great concept that it represented.</i> • <i>Several comments and questions surfaced centering on marketing, revenue generation and how the Celebrate America events might be coordinated with the International Festival.</i> • <i>A decision was made to have a straw poll of members via e-mails with the formal vote to take place at the March meeting.</i>

	<p>5. SSVS Update, Katherine Kertzman, SSVS</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 reported on the success of the Tourism Networking event, outlined 2012 projects and initiatives, gave an update of the Washington Tourism Alliance, the SeaTac specific marketing project and the additional Visitor Center signage being implemented in the near future.</i>
	<p>6. Discussion of Seattle Southside Tourism Promotion Area –Group</p>	<ul style="list-style-type: none"> • <i>Welton provided an update on the progress toward establishing a Southside Seattle Tourism Promotion area (SSTPA) comprised of the cities of SeaTac, Tukwila, Kent and Des Moines.</i> • <i>Items for further discussion will include at what level the assessment would be established, the size of hotels to be included, when to start the process and how the additional revenues will be spent.</i> • <i>Kertzman reported that she is in the process of drafting an operating plan for the TPA and a budget that will describe the additional services and new initiatives that could be supported by TPA revenues.</i> • <i>The group was in agreement that the process should continue forward with the goal of having all questions answered by the end of Spring so the initiation of the TPA and the potential formation of the PDA could be completed by the end of 2012.</i>
	<p>7. Smith Travel Report / D.O.R. Lodging Tax Receipts</p>	<ul style="list-style-type: none"> • <i>Hart provided a report on the monthly Smith statistics and indicated that all numbers are trending upward.</i> • <i>He described the year to date rise in occupancy at 4.9% with increased RevPar at 7.1% and Revenue up 7.6% for the year through the December report.</i>

	<p>8. Tourism-related Legislative Issues, 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: • <i>Robinson reported that a bill that would have made the use of H/M funds for festivals and other events permanent did not move forward. This eligible use will be discontinued ad in the original statute in 2013.</i></p>
	<p>9. Adjourn</p>	<p>• <i>The meeting adjourned at 5p.m.</i></p>