

# City of SeaTac

## Hotel/Motel Tax Advisory Committee Meeting

November 14, 2012

### Meeting Notes

**Hotel-Motel Members Present:** Mayor Tony Anderson; Cathy Heiberg; Roger McCracken; Vickie Molzer; Frank Welton

**Members Absent:** Jeff Bauknecht; Caroline Curtis; Wendy Morgan; Scott Ostrander;

**Others Present:** Ashley Comar, SSVS; Natalie Elert, Dollar Car Rental; Katherine Kertzman, SSVS; Lynn Wallace, SW King County Chamber of Commerce

**Meeting Duration:** 3:00 – 4:45p.m.

**Staff Present:** Jeff Robinson, Economic Development Manager; Rick Bowen, SeaTac Police Department

AB #	Topic	Disposition
	2. Adoption of Minutes of October 10, 2012 Minutes	<input type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval(s) <input checked="" type="checkbox"/> Approval with modifications <input type="checkbox"/> Denial Motion by McCracken; Second, Welton
	3. Report from SeaTac Police Department, Rich Rowe, Crime Prevention Officer	<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"> <li>• <i>Officer Rowe provided a handout summarizing the crime statistics for September and October 2012.</i></li> <li>• <i>Information about the “Crime Prevention through Environmental Design” program (CPTED) was presented including the assessment and planning services provided through the Police Department.</i></li> <li>• <i>A request and reminder was made to verify all identification for credit card usage.</i></li> <li>• <i>Also that making video recordings readily available to the department is key to the investigation of crimes committed within the properties.</i></li> </ul>
	4. SSVS Update, Katherine Kertzman, Ashley Comar, SSVS	<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval

		<ul style="list-style-type: none"> <li>• <i>Kertzman and Comar provided an update on SSVS activities which included a summary of the emphasis on social media outlets and web-based marketing.</i></li> </ul>
	<p>5. Report on the Seattle Southside Tourism Promotion Area (TPA) and Public Development Authority (PDA), Katherine Kertzman, Jeff 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"> <li>• <i>Kertzman and Robinson described current status of efforts to create the SSTPA/TDA.</i></li> <li>• <i>Information was provided regarding the Washington Tourism Alliance efforts to secure funding from the State during the upcoming legislative session.</i></li> <li>• <i>One option that has surfaced is a compulsory assessment on businesses that benefit from tourism making the establishment of the local TPA more pressing than ever. A brief discussion of the City of Kent's plans for future use of Lodging Tax revenues occurred with the probability explained that a decreased investment in SSVS was probable.</i></li> </ul>
	<p>6. SeaTac Lodging On-line Update, Elizabeth Paulsen</p>	<ul style="list-style-type: none"> <li>• <i>Paulsen provided data and discussed future steps for the on-line initiative. Hotel reservations from the link showed an 11.8% increase in year to date conversions for the months January to October. Of the 942 conversions 866 were for SeaTac properties.</i></li> </ul>
	<p>7. Multi-Sports Facility Update, Robinson</p>	<ul style="list-style-type: none"> <li>• <i>Robinson provided additional information from the updated analysis that still showed a minimal opportunity for such a project to be feasibly developed or operated at this time. To make the project work a donation of land would be, at a minimum, the only avenue to making the project potentially realistic to pursue.</i></li> </ul>
	<p>8. Tourism Video Update, Robinson</p>	<ul style="list-style-type: none"> <li>• <i>It was reported that the project would be implemented early in 2013.</i></li> <li>• <i>The City manager was reviewing the three proposals for companies that had submitted bids to undertake the project.</i></li> </ul>

	9. 2013 SeaTac Legislative Agenda, Robinson	<ul style="list-style-type: none"><li>• Robinson summarized the City's legislative agenda items that were associated with tourism.</li></ul>
	10. Smith Travel Report	<ul style="list-style-type: none"><li>• The most current STR and State Tax receipts were reviewed and summarized with both showing continued increases over the prior period and year.</li></ul>