

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

October 10, 2012

Meeting Notes

Hotel-Motel Members Present: Mayor Tony Anderson; Jeff Bauknecht; Caroline Curtis; Roger McCracken; Vickie Molzer; Wendy Morgan

Members Absent: Cathy Heiberg; Scott Ostrander; Frank Welton

Others Present: Doris Cassan, Dollar Car Rental; Natalie Elert, Dollar Car Rental; Rick Forschler, City Council; Katherine Kertzman, SSVS

Meeting Duration: 3:00–4:45p.m.

Staff Present: Jeff Robinson, Economic Development Manager

AB #	Topic	Disposition
	2. Adoption of Minutes of August 8, 2012	<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, Curtis.
	3. SSVS Update, Katherine Kertzmann	<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 a widget had been established on the Museum of Flight website that links potential hotel guests directly to the SSVS reservation webpage.</i> • <i>Also reported that the SSVS website continues to have increased conversions for reservations.</i> • <i>She reported that SSVS staff would be attending Destination Marketing International (DMAI) training regarding the operation of visitor centers. Topics included: community relations, volunteer management, cooperative marketing, mobile visitor centers, and generating commissions from attractions, restaurant referrals.</i> • <i>Other staff attended training focused on E-Tourism marketing, marketing and public relations.</i> • <i>Other staff will be attending ConFams in Hyannis Port Maryland.</i>

		<ul style="list-style-type: none"> • <i>In the area of tourism development, progress continues to be made on fine tuning the performance measures as recommended by DMAI. The wide ranging measures were presented and shared with the committee.</i> • <i>Kertzman also shared information on the results of website impressions which have diminished recently due to a lack of budget which was redeployed for general operations and printing needs.</i> • <i>Conversions were up in September from 66 in 2011 to 85 in 2012. 73 of these were for SeaTac hotels. This was an increase from the 55 in September 2011.</i>
	<p>4. 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"> • <i>Kertzman and Robinson described current status of efforts to create the SSTPA/TDA.</i> • <i>Information was provided regarding the Washington Tourism Alliance efforts to secure funding from the State during the upcoming legislative session.</i> • <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.</i>
	<p>6. Smith Travel Report, Curtis</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>YTD occupancy is up 2.8% over 2011.</i> • <i>Revenue per Available Room up 5.8%.</i> • <i>Average daily Rate is up 2.9%</i>

	7. Other Business	<ul style="list-style-type: none">• Bauknecht reported that the Museum of Flight would be the home for the American Fighter Assistance Association gathering September or October, 2013.
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