

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

March 13, 2012

Meeting Notes

Hotel-Motel Members Present: Mayor Tony Anderson; Jeff Bauknecht; Caroline Curtis; Cathy Heiberg; Roger McCracken; Wendy Morgan; Vickie Molzer; Scott Ostrander; Frank Welton
Members Absent:

Others Present: Brenna Arneson, SW King. Co. Chamber; Doris Cassan, Dollar Rent-a-Car; Ashley Comar, SSVS; Natalie Elert, Dollar Rent-a-Car; Pam Fernald, SeaTac City Council; Rick Forschler, SeaTac City Council; Katherine Kertzman, SSVS; Stephen Moakewicz, Des Moines resident; Marion Yoshino, City of Des Moines Economic Development

Meeting Duration: 3:00 – 4:00p.m.

Staff Present: Joseph Scorcio, Director C.E.D.; Jeff Robinson, Economic Development Manager;

AB #	Topic	Disposition
	2. Review and Approve Minutes of February 13, 2013	<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 <ul style="list-style-type: none"> • Moved by Heiberg; Second by Molzer
	3. . SSVS Update, Katherine Kertzman, SSVS	<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 provided an overview and summary of the SSVS budget for 2013.</i> • <i>Robinson explained how the Lodging Tax revenues were used for debt service on the bonds secured with future receipts.</i> • <i>Comar reviewed the current Destination Marketing Association International (DMAI) Performance Measurements and the progress of SSVS in implementing the metrics for calculation of return on investment (ROI).</i> • <i>Material was provided to the Committee that described and quantified the calculation of estimated ROI in 2011. The data showed that for every dollar invested in direct sales and marketing \$8.61 in visitor spending was generated by SSVS activities and programs.</i> • <i>Kertzman reported that SSVS will be the first</i>

		<p><i>organization in Washington to implement the DMAI system to calculate ROI.</i></p> <ul style="list-style-type: none"> • <i>Morgan asked a question regarding if there was a way to track the actual reservations made directly with hotels after visiting the SSVS website or other portals. Kertzman explained that the Conversion Study planned for later in 2013 will help assess those statistics.</i> • <i>There was a discussion regarding the City of Kent's on-going financial participation in SSVS and Kertzman outlined the \$10,000 monthly contribution to SSVS through June, 2013, but SSVS services to Kent would continue through the end of 2013 due to the expense and time it would take to eliminate all aspects of Kent's presence in web-based and other materials.</i> • <i>If Kent chooses to not participate in the formation and implementation of the Tourism Promotion Area (TPA,) per the pending Interlocal Agreement, all services to Kent are to be discontinued.</i>
	<p>4. . Seattle Southside Tourism Promotion Area Update</p>	<p><input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval</p> <ul style="list-style-type: none"> • <i>Ostrander reviewed the City Of Tukwila's Council Committee meeting and the favorable action that was taken to move the TPA discussion to the full Council. He credited the Tukwila staff for an objective and comprehensive presentation.</i> • <i>The Tukwila Council of Whole will meet to discuss the proposal on 3-25 and that time determine whether to send it along to the Regular Council meeting on 4-1-13 as a Consent Agenda item.</i> • <i>The issue of what entity would serve as the "Legislative Authority"- one of the participating cities or a newly formed Joint Legislative Authority was left for further discussion.</i> • <i>A question was posed as to what the TPA funds would be used for and the response was that they additional resources would most likely be focused on direct sales efforts.</i> • <i>Morgan suggested that a portion of the TPA funds should be used to support the operations</i>

		<p><i>and/or marketing of local tourist destinations in order to increase their exposure and utilization.</i></p> <ul style="list-style-type: none"> • <i>CM Forschler commented that TPA funds could also be helpful for promoting tourist activities and locations in other cities that may not be have lodging but whose destinations might assist in selling room nights in nearby communities that do.</i>
	<p>5. Tourism Legislative Report</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 gave an update on proposed funding for the Washington Tourism Alliance and reported that no permanent funding source would be presented this session but hat a request for one-year “bridge funding” would.</i> • <i>Robinson reported on two proposals to amend the Lodging Tax utilization and that at this point neither looked favorable for adoption. He described the efforts of the City to insure that the distribution of tourism funding in King County after 2021 would be done in a transparent manner with input from the tourism industry. The amendment language proposed was adopted by the House of Representatives.</i>
	<p>6. Smith Travel Report / SeaTac Lodging Tax Revenues Report</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"> • Occupancy up 5.5% for the 12 months ending 12-31-12 • RevPAR up 5.4% • State lodging tax collections for February, 2013 Report totaled \$160,438; up from \$145,410 for 2012.

	7. Other Business	<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: <ul style="list-style-type: none"> • <i>Robinson reported that Ballasiotes Marketing would be creating the tourism video after a full review of all three proposals.</i>
	The meeting adjourned at 5 pm	