

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

May 8, 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; Kathryn Campbell, SeaTac Resident; Doris Cassan, Dollar Rent-a-Car; Natalie Elert, Dollar Rent-a-Car; Pam Fernald, SeaTac City Council; Deanna Gregory, Pacifica Law Group; Katherine Kertzman, SSVS; Brandon Miles, City of Tukwila; Mike Schabbing, Marriott Courtyard Southcenter; Perry Wall, Clarion; Tom Zett, Super 8

Meeting Duration: 3:00 – 4:30p.m.

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

AB #	Topic	Disposition
	2. Review and Approve Minutes of April 10, 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"> • <i>Moved by Curtis; Second by Molzer</i>
	3. . Introduction of Steve Pilcher	<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>Scorcio introduced the City's newly hired Planning Manager Steve Pilcher and gave a brief summary of Mr. Pilcher's experience and background</i>
	4. . Seattle Southside Tourism Promotion Area (TPA) Update	<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval <ul style="list-style-type: none"> • <i>Robinson summarized the progress to date on the formation of the TPA including the drafting of necessary legal documents such as an Inter local agreement, Ratepayer Petition, Draft Resolutions and Ordinances and the Charter and Bylaws of the Public Development Authority (PDA)</i> • <i>Gregory presented the draft timeline for the drafting of documents and process for creation of the TPA and PDA</i> • <i>Mayor Anderson stressed the importance of</i>

		<p><i>clearly delineating the roles, duties and responsibilities of all entities involved with the TPA/PDA</i></p> <ul style="list-style-type: none"> • <i>Ostrander stated that all of the critical issues must also be imbedded into the documents from the outset to avoid any delays in the process; and that such issues had been conveyed to the representatives of the Cities and to the Pacifica Law Group.</i> • <i>Welton commented that the ratepayers must have responsibility for oversight of the TPA funds and for the budgeting and programming of its use</i> • <i>Gregory explained that the actual operations and administration of the TPA would flow to the PDA Board and that the documents would be “frontloaded” so that the actual petition when developed would be reflective of the needs, as negotiated, of all parties involved</i> • <i>Robinson stated that the plan was to adopt the TPA Ordinance and PDA Charter and Bylaws simultaneously</i> • <i>Mayor Anderson requested a Study Session to brief Council on the roles and responsibilities as the appointed legislative authority of the TPA and as the chartering government for the PDA.</i> • <i>Scorcio added that the Council, as Legislative Authority for the TPA would hold clearly separate meetings from regular Council sessions with independent noticing, agendas and minutes</i> • <i>Mayor Anderson asked if Miles had anything to add as the representative of the City of Tukwila with the reply that it seemed everything was moving ahead as anticipated</i> • <i>Miles did point out that the Tukwila Council calendar was established well in advance of meeting dates and the goal should be to have something ready to add to the schedule as soon as possible</i> • <i>Mayor Anderson thanked the City of Tukwila for moving forward as a partner for the TPA and appreciated the designation as the Legislative Authority for the purposes of the TPA Act.</i>
	5. SSVS Update	<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

		<p><u> </u> Referred to:</p> <ul style="list-style-type: none"> • <i>Kertzman reported on the following activities and projects of the SSVS</i> <ul style="list-style-type: none"> ➤ <i>The tourism networking event was the largest to date with over 225 attendees and all expenses were covered by the event sponsors</i> ➤ <i>That the Tourism Ambassador Award for 2012 was presented to the TPA Hotel Steering Committee</i> ➤ <i>2012 saw the first ever increase in average length of stay in the SSVS region</i> ➤ <i>She described plans for the vacation planner, a new video and new promotional concepts, including a SSVS Kiosk in the Westfield center near the shuttle drop-off area</i>
	6. Legislative Session Report	<p><input checked="" type="checkbox"/> Informational Update</p> <p><u> </u> Recommended for:</p> <p style="padding-left: 20px;"><u> </u> Approval</p> <p style="padding-left: 20px;"><u> </u> Approval with modifications</p> <p style="padding-left: 20px;"><u> </u> Denial</p> <p><u> </u> Referred to:</p> <ul style="list-style-type: none"> • <i>Robinson gave a quick review of the tourism related actions taken by the Legislature during the regular session, including the current status of interim funding for the Washington Tourism Alliance and amendments to the lodging tax statute regarding the selection process, use of funds and reporting requirements.</i>
	7. Smith Travel Report and State Tax Receipts	<p><input checked="" type="checkbox"/> Informational Update</p> <p><u> </u> Recommended for:</p> <p style="padding-left: 20px;"><u> </u> Approval</p> <p style="padding-left: 20px;"><u> </u> Approval with modifications</p> <p style="padding-left: 20px;"><u> </u> Denial</p> <p><u> </u> Referred to:</p> <ul style="list-style-type: none"> • <i>RevPar was down in 1st quarter as was occupancy, which has been the historical trend for this market</i> • <i>With group activity picking up considerably in the next two quarters the expectation is for higher numbers across the board with occupancy estimates in the 80-90% range</i> • <i>State tax receipts were up \$30,000 over 2012 and at the 2nd highest level through April for any year other than 2008.</i>
	8. Other Business	<ul style="list-style-type: none"> • <i>There was a discussion about the proposed Hospitality Industry minimum wage initiative sponsored by the</i>

		<p><i>independent group – SeaTac Committee for Good Jobs. Committee members and attendee expressed their concerns after Mayor Anderson asked for input and industry perspective from the committee and other attendees.</i></p> <ul style="list-style-type: none">• <i>CM Fernald explained the process for Council consideration and what is required of the City by State statute</i>• <i>Mayor Anderson gave a brief summary of the progress for funding the 509 to I-5 extension</i>• <i>McCracken commented on the importance of the 28th – 24th extension project and credited the City for making this long-awaited project a reality</i>• <i>Morgan gave information about the Highline Garden Tour scheduled for June 8th</i>
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