

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

September 11, 2013

Meeting Notes

Hotel-Motel Members Present: CM Terry Anderson; Jeff Bauknecht; Caroline Curtis; Cathy Heiberg; Misoon Kong; Wendy Morgan; Scott Ostrander;

Members Absent: Roger McCracken; Frank Welton

Others Present:; Doris Cassan, Dollar Rent a Car; Natalie Elert, Dollar Rent a Car; Frank Finneran, Holiday Inn; Rick Forschler, SeaTac City Council; Katherine Kertzman, SSVS; Carol Kolson, SWKCC; Michael Rodriguez, Washington Works; Michael Schabbing, Courtyard by Marriott

Meeting Duration: 3:00 – 4:30p.m.

Staff Present: Jeff Robinson, Economic Development Manager

AB #	Topic	Disposition
	2. Review and Approve Minutes of August 14, 2013	<p><input type="checkbox"/> Informational Update</p> <p><input type="checkbox"/> Recommended for:</p> <p style="padding-left: 20px;"><input checked="" type="checkbox"/> Approval(s)</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval with modifications</p> <p style="padding-left: 20px;"><input type="checkbox"/> Denial</p> <ul style="list-style-type: none"> • <i>Moved by Heiberg; Second by Ostrander</i>
	3. Update and Discussion of the Seattle Southside Tourism Promotion Area (TPA) and Tourism Development Authority	<p><input checked="" type="checkbox"/> Informational Update</p> <p><input type="checkbox"/> Recommended for:</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval</p> <p style="padding-left: 20px;"><input type="checkbox"/> Approval with modifications</p> <p style="padding-left: 20px;"><input type="checkbox"/> Denial</p> <ul style="list-style-type: none"> • <i>Robinson distributed a copy of a letter from Mayor Anderson to the TPA Steering Group in response to a request for an update on the progress toward the establishment of the TPA/PDA.</i> • <i>A summary was provided on the discussions on the Interlocal Agreement (ILA) since the last HMAAC meeting.</i> • <i>Ostrander outlined and summarized the Steering group's current requests for the TPA terms within the ILA. Those were described as follows:</i> <ul style="list-style-type: none"> ➤ <i>A five year minimum initial term with a two year notice to withdraw from the participating cities</i> ➤ <i>A commitment in principle of on-going Lodging tax support with no initial supplanting of SSVS operating funds to the TPA/PDA as a "show of good faith"</i> • <i>He received concurrence for these positions</i>

		<p><i>from Steering Group members in attendance.</i></p> <ul style="list-style-type: none"> • <i>There was a discussion on the rationale for the positions by the Committee. Steering Group members explained that it would take some lead time to get the TPA/PDA operational and to prove the value of the programs and organizational structure. It was further explained that simply supplanting the current funds would not result in a better program only one that is funded by a different source.</i> • <i>A question was posed about next steps and Robinson indicated that further discussions between the partner cities administrative staff would occur.</i>
	<p>4. SSVS 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>Kertzman reported on the progress and process for approving the expenditure and implementation of the Westfield Visitor Center Kiosk.</i> • <i>Reported on the necessary amendments to the 2013 and 2014 budgets to reflect the termination of the ILA with the City of Kent.</i> • <i>Reported on the status of the recruitment process for the Business Development Manager.</i> • <i>Updated the Committee on the planned 2013 Conversion Study.</i> • <i>Reported on the status of several military group meetings.</i> • <i>Reported that August 2013 unique visitors to the website totaled 46,782 the most monthly amount to date; and up from 26,621 in August, 2012.</i>
	<p>5. Application Process for New Lodging Tax Awards</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 updated the committee on application plans for new applicants and reporting requirements for current 2013-14 Lodging Tax recipients.</i>

	6. Smith Travel Report / State Tax Receipts	<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>2013 Occupancy, ADR, RevPar and Revenue statistics all showed considerable gains for the month of July over July, 2012.</i> • <i>State tax receipts through the August report show an increase of \$86,000 over the same period 2012</i>
	7. Other Business	<ul style="list-style-type: none"> • <i>There was no other business.</i>
	8. Adjourn	<ul style="list-style-type: none"> • <i>4:30pm</i>