

City of SeaTac

Hotel/Motel Tax Advisory Committee Meeting

August 14, 2013

Meeting Notes

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

Members Absent: Frank Welton

Others Present: Chris Ballasiotes, Ballasiotes Media; Ashley Comar, SSVS; Natalie Elert, Dollar Rent a Car; Nicole Grubb, Westfield Southcenter; Katherine Kertzman, SSVS; Carol Kolson, SWKCC; Marriott; Brandon Miles, City of Tukwila; Michael Rodriguez, Washington Works; Perry Wall, Clarion

Meeting Duration: 3:00 – 4:30p.m.

Staff Present: Jeff Robinson, Economic Development Manager; Joseph Scorcio, C.E.D. Director; Chief of Police Lisa Mulligan, SeaTac Police Department

AB #	Topic	Disposition
	2. Review and Approve Minutes of August 14, 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 Bauknecht; Second by Morgan</i>
	3. Public Safety Report	<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>Chief Mulligan reviewed the trend reports and new formats for data presentations and both were well-received by the Committee.</i>
	4. Westfield Shuttle Survey	<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval <ul style="list-style-type: none"> • <i>Nicole Grubb presented the plan to survey riders of the Westfield Shuttle and the proposed questions to gain information regarding how shuttle users learned about the service, where they were from, how much time was spent in the mall and how much was spent during their trip to the shopping center.</i> • <i>The group discussed potential alternative means of survey distribution and collection including electronic/internet utilization and a collection box on the shuttle for completed surveys.</i> • <i>The committee asked that the results of the</i>

		<p><i>survey be shared so both the lodging sector and the shopping center can make adjustments to the program if warranted.</i></p>
	<p>5. Seattle Southside Tourism Video</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>Ballasiotes, Comar and Robinson discussed the objectives for the video, the production process and the editing off the final product. It was explained that the additional footage not used in the video could be re-purposed for marketing packages specifically tailored to a particular consumer group, for future group packages or SSVS-sponsored events.</i> • <i>The overall impression of the video was good and the group looked forward to making it widely available in multiple venues.</i>
	<p>6. Update and Discussion of the Seattle Southside Tourism Promotion Area (TPA) and Tourism Development Authority</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 provided an update on the status of document preparation and projected schedule for Council proceedings.</i> • <i>Ostrander thanked the Cities and their staff for the open-minded approach to finalizing the TPA Inter Local Agreement (ILA). He then reviewed the results of a meeting between the TPA Steering Committee and City staff where a few key issues were once again presented by the hoteliers. The major points of emphasis were the initial term of the ILA being of significant length with a termination or withdraw clause with sufficient lead and notice provisions; the commitment of on-going funding from the lodging taxes; and, how the management of the TPA/TDA would be structured.</i> • <i>Clarification asked that the Committee would still have the responsibility to make recommendations to the City Council on the use of lodging tax revenues and that not all of the funds would be permanently committed to the TPA/TDA. Robinson responded that State statute requires the committee to make such recommendations and that other organizations</i>

		<p><i>could still apply for lodging tax dollars as well.</i></p> <ul style="list-style-type: none"> • <i>Miles clarified that it was not the Tukwila Administrative or Mayor's office that recommended an initial term of two years for the ILA but that was a suggestion from one of the Council Committees.</i> • <i>Miles also announced a planned Open House on the TPA initiative that would be held at the Albert Lee store to answer questions and receive comment from the community.</i>
	7. SSVS Update	<ul style="list-style-type: none"> • <i>Kertzman gave an update on the City of Kent's intention to discontinue support and investment into the SSVS programs, including not participating in the TPA.</i> • <i>It was announced that plans were moving forward with the assistance of the Museum of Flight for SSVS concierge desk at the Westfield mall.</i> • <i>A brief overview was provided regarding changes to the reporting format and required information on the use of lodging tax funds for programs and projects.</i> • <i>Comar gave a report on the online booking engine and announced that an RFP would be released in the near future for those services.</i>
	8. Smith Travel Report / State Tax Receipts	<ul style="list-style-type: none"> • <i>Occupancy was up 5.9% over the prior month and 1.6% for the running 12-month period.</i> • <i>RevPar was up 9.9% in June and 5% for the running 12 months</i> • <i>Revenue was up 5% year to date and 7.4% for the 12 months</i> • <i>State Tax receipts are up approximately \$59,300 year to date over 2012 and at the second highest total ever – second only to 2008</i>