

# City of SeaTac

## Hotel/Motel Tax Advisory Committee Meeting

February 12, 2014

### Meeting Notes

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

**Members Absent:** Misoon Kong; Frank Welton

**Others Present:** Doris Cassan, Dollar Rent-a-Car; Natalie Elert, Dollar Rent-a-Car; CM Pam Fernald; Brandon Miles, City of Tukwila; Mike Schabbing, Southcenter Courtyard;

**Meeting Duration:** 3:00 - 4:30.m.

**Staff Present:** Jeff Robinson, Economic Development Manager

AB #	Topic	Disposition
	2. Review and Approve Minutes of January 8, 2014	<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"> <li>• <i>Moved by Bauknecht; Second by McCracken</i></li> </ul>
	3. Report from the SeaTac Police Department, Chief Mulligan	<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"> <li>• <i>Chief Mulligan announced plans to increase coordination efforts with the lodging industry through a heightened emphasis with a police hotel liaison assigned the duty of working directly and proactively in partnership with local property staff. The responsible officer will be tasked with strengthening working relationships. It was clearly noted that this position would not be focused on enforcement; but on "getting in front of issues" so better on-going strategies can be planned and implemented.</i></li> <li>• <i>Statistics for the 4<sup>th</sup> quarter of 2013 were distributed and discussed.</i></li> </ul>
	4. Update on Seattle Southside Tourism Promotion Area / Tourism Development Authority	<input checked="" type="checkbox"/> Informational Update <input type="checkbox"/> Recommended for: <input type="checkbox"/> Approval <ul style="list-style-type: none"> <li>• <i>Robinson reported that progress continues on getting the Interlocal Agreement completed and that the plan is to have it before the City Council sometime in March.</i></li> </ul>

	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 <input type="checkbox"/> Referred to: <ul style="list-style-type: none"> <li>• <i>A graphic report was distributed to the Committee that indicated a significant increase in the use of the SSVS website and that the page views for “hotels in SeaTac near the airport” was the 5<sup>th</sup> most viewed page on the site.</i></li> <li>• <i>Conversions for hotel reservations through the website totaled 1,049 in 2013; an increase of 20 over 2012.</i></li> </ul>
	6. Update on State Tourism Legislation	<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"> <li>• <i>A status report was provided regarding pending tourism-related State legislation. Items included potential funding scenarios for the Washington Tourism Alliance and the ongoing use of locally-generated lodging taxes for King County programs for housing development, arts/culture initiatives and tourism promotion that would be bonded against future expected revenues beginning in 2021.</i></li> </ul>
	7. Smith Travel Report / State Department of revenue Tax Receipt	<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"> <li>• <i>The STR indicated that 2013 was a solid year with increases of 3.5% in Average daily rates; 5.4% in Revenue per Available Room; and 6.4% in Revenue.</i></li> <li>• <i>The State tax receipts in the January report were slightly lower than for the same timeframe in 2013.</i></li> </ul>
	8. Other Business	<ul style="list-style-type: none"> <li>• <i>Morgan reported that the dedication of the Interpretive Signage in the Japanese Garden was scheduled for March 1<sup>st</sup> and that the Annual Highline Garden tour would occur on June 14<sup>th</sup>.</i></li> <li>• <i>There was also a notice given that the new SSVS Westfield Visitor Information center would have</i></li> </ul>

		<i>its ribbon-cutting on February 26<sup>th</sup>.</i>
	9. Adjourn	<ul style="list-style-type: none"><li>• <i>Meeting adjourned at 4:30pm</i></li></ul>