



Hotel Motel Tax Advisory Committee Meeting Minutes

12/11/2019

3:00 - 4:30 PM

SeaTac City Hall Council Chamber

Members Present: Mayor Erin Sitterley; Cathy Heiberg; Brandi Mitchell; Jeff Bauknecht; Wendy Morgan;

Members Absent: Rich Scherzinger - excused

Staff Present: Aleksandr Yeremeyev, Economic Development Strategist; Steve Pilcher, CED Director; Jon Mattsen, Police Chief; Troy Smithmeyer, Sergeant Detective; Kate Kaehny, Senior Planner; Gwen Voelpel, Deputy City Manager;

Others Present: Katherine Kertzman, SSRTA; Andrea Reay, Seattle Southside Chamber of Commerce; Christina (Boysen) Palicka, Boysen – Boysen;

Commence: 3:01PM

Adjourn: 4:30PM

1. Introductions – All	Mayor Sitterley, Committee Chair called the meeting to order at 3:01PM
2. Review and Approve Minutes of October 9, 2019	<input type="checkbox"/> Approved as Written <input checked="" type="checkbox"/> Approved with Modifications 5-year succession Discussion 7. Moved and Seconded. <input type="checkbox"/> Recommended for Approval <input type="checkbox"/> Approved November 13 meeting was cancelled by consensus.
3. SeaTac Police Department Report	<input checked="" type="checkbox"/> Informational Update Jon Mattsen provided an update on the current activity in the City. Some car prowls and tagging observed. Recommended not leaving items visible in vehicles to help prevent car prowls.
4. City Center Sub-Area Plan Phase 1 Update	Kate Kaehny - Senior Planner Long Range – provided the City Center Plan Phase 1 Update. The objective is developing current stakeholder consensus around the big picture possibilities for the district. This included stakeholder outreach, public meetings and a stakeholder charrette, infrastructure analysis and an economic market update. Planning for current and future needs. Also discussed the vision concept of South End Office & Employment Center and the Aerotropolis concept. Exploring branding and naming of the area. Economic opportunities include: <ul style="list-style-type: none"> • Improved linkages with the airport • Expand office employment for local and global businesses

	<ul style="list-style-type: none"> • Prepare for reduction in future parking demand – transit-oriented and mixed-use development • More intensive residential development in the eastern portion of the study area. <p>Transportation/Infrastructure findings include existing barriers:</p> <ul style="list-style-type: none"> • Congested and irregular motor vehicle connections • Restricted and uncomfortable pedestrian connections <p>Future opportunities</p> <ul style="list-style-type: none"> • Megablocks – need for improved circulation as properties re/develop <p>“SeaTac Landing” – DRAFT Vision Two-part district with the business district along the airport and more residential area to the east of the business district. There is activity and desirable activity along South 176th Street and International Blvd.</p> <p>Discussion included capitalizing yet differentiating/identifying the City of SeaTac from the airport.</p>
<p>5. Funding Process Review</p>	<p><input checked="" type="checkbox"/> Informational Update Steve Pilcher - CED Director provided an overview of a draft funding framework and a potential evaluation criteria chart to add structure to the lodging tax funding process.</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Single event vs. ongoing operations • Opportunity Bucket – Single event and pilot projects. Potentially capping at \$10,000 per ask. Proposed bumping up to \$100,000 per year. • Vetting process – SSRTA involvement is desirable and the SSRTA is supportive of such involvement. • Predictability of outcomes is important in marketing lodging tax dollar availability for tourism promotion.
<p>6. Destination Assessment Progress Update</p>	<p><input checked="" type="checkbox"/> Informational Update Aleksandr Yeremeyev - Economic Development Strategist provided an overview of the Destination Assessment discussion.</p> <p>Katherine Kertzman provided an overview of the regional destination assessment process, including SWOT analysis that was performed by Green Rubino for the RTA’s current strategic plan. The recommendation is that the SSRTA can perform an update/refresher of the SWOT analysis and capture that with specific action items for SeaTac and the region. Lynn Parker is the strategist with Green Rubino who did the initial work. In 2020, the RTA will be doing a new 5-year strategic plan which will incorporate a more in depth destination assessment.</p> <p>In the short term, explore addressing areas of concerns by the visitors and explore immediate opportunities and prepare for future.</p>

	Motion to refresh the 2016 Strategic SSRTA SWOT analysis performed by the SSRTA. Motioned, seconded, approved unanimously.
7. Seattle Southside Regional Tourism Authority Update	<input checked="" type="checkbox"/> Informational Update Kertzman provided an update on the RTA operations and current initiatives <ul style="list-style-type: none"> • Event Connect platform – Room Rebate options for trackability for multiple hotel multiple room block – used to be event roster. • Potential rebate on performance in addition to Tourism Marketing funding • Partnerships/and SSRTA sponsorships
8. Smith Travel Report / WA Department of Revenue Statistics	<input checked="" type="checkbox"/> Informational Update General Statistics provided Brandi Mitchell provided an overview of the STR stats and the WA Department of Revenue Statistics. Supply is abundant and demand is lagging behind supply. Yermeyev distributed 3 articles on market dynamics.
9. City Updates	<input checked="" type="checkbox"/> Informational Update / Discussion
10. Other Business	Wendy Morgan spoke about the 3 city network – Forterra facilitated tree planting activities and the new wedding brochure for the garden.
11. Adjourn	Adjourned the meeting at 4:33 PM. <i>The next regular meeting will be held on 1/8/2020 in the City Hall Council Chamber</i>