

AGENDA

*Lodging Tax Advisory Committee
11:30 A.M. Friday, February 12, 2021
Virtual Meeting*

THE MEETING WILL NOT BE CONDUCTED IN PERSON, BASED ON THE GOVERNOR'S PROCLAMATION 20-28 ADOPTED MARCH 24, 2020 WHICH SAYS IN PART:

ANY PUBLIC AGENCY, SUBJECT TO RCW 42.30, IS PROHIBITED FROM CONDUCTING ANY MEETING, SUBJECT TO RCW 42.30 UNLESS (A) THE MEETING IS NOT CONDUCTED IN-PERSON AND INSTEAD PROVIDES AN OPTION(S) FOR THE PUBLIC TO ATTEND THE PROCEEDINGS THROUGH, AT MINIMUM, TELEPHONIC ACCESS, . . ."

CALL IN INSTRUCTIONS: [+1 253-292-9750](tel:+12532929750). Conference ID: 834 08 558#. For assistance during the meeting, please call (206) 731-9071.

1. Welcome and Introductions
2. Review of Agenda
3. Approval of Minutes (ACTION ITEM)
 - a. January 8, 2021
4. Pending Funding Requests
5. Special Presentations
 - a. Southcenter Art Update
6. General Business
 - a. Seattle Southside Regional Tourism Authority CEO Search Update
 - b. Experience Tukwila Update
 - c. SavingLocalKC.com update
7. Announcements
 - a. Spice Bridge Featured in Forbes!
8. Roundtable
9. Adjourn

Next Scheduled Meeting: *When:* *11:30 A.M. March 12, 2021*
Location: *Virtual*

DRAFT

Lodging Tax Advisory Committee

Minutes
 January 8, 2021
 11:30 A.M.
 Virtual

PURSUANT TO GOVERNOR’S PROCLAMATION 20-28 ADOPTED MARCH 24, 2020 THIS MEETING WAS NOT CONDUCTED IN PERSON. AS NOTED IN THE PROCLAMATION:

ANY PUBLIC AGENCY, SUBJECT TO RCW 42.30, IS PROHIBITED FROM CONDUCTING ANY MEETING, SUBJECT TO RCW 42.30 UNLESS (A) THE MEETING IS NOT CONDUCTED IN-PERSON AND INSTEAD PROVIDES AN OPTION(S) FOR THE PUBLIC TO ATTEND THE PROCEEDINGS THROUGH, AT MINIMUM, TELEPHONIC ACCESS, . . .”

THE CITY PROVIDED A TELEPHONE CALL IN NUMBER FOR MEMBERS AND THE PUBLIC TO CALL.

- Members Present: Chair Kruller, Miesa Berry (11:55), Jim Davis, Ben Oliver, Asia Wen-Augert
- Members Absent: Miesa Berry, Dan Lee, Jean Thompson
- Staff Present: Laurel Humphrey, Derek Speck
- Others Present: Ashley Comar, Kara Martin

Agenda Item	Notes	Follow-Up
Welcome and Introductions	Chair Kruller called the meeting to order at 11:32 AM. Committee members introduced themselves by describing their organizations and struggles with the pandemic.	None.

	Chair Kruller engaged members in conversation on their needs for grants and other resources.	
Review of Agenda	Reviewed.	None.
Approval of Minutes of November 13, 2020	Asia Wen moved approval. Jim Davis seconded. Motion passed 4-0.	None.
Pending Funding Requests		
<ul style="list-style-type: none"> Spice Bridge 	<p>Kara Martin presented Spice Bridge’s request for \$5,000 (application in packet).</p> <p>Committee members discussed. Jim Davis moved approval. Ben Oliver seconded. Motion passed 4-0.</p>	None.
Special Presentations		
<ul style="list-style-type: none"> Experience Tukwila website 	<p>Brandon Miles provided an overview of the beta version of the new Experience Tukwila website.</p> <p>Committee members discussed and offered suggestion to add an online form to submit events.</p>	Brandon will email link to the beta site to the committee. Committee members are encouraged to provide feedback to Brandon.
General Business	None.	None.
Announcements	None.	None.
Roundtable	Jim Davis mentioned they may restart construction on their restaurants in May.	None.

	<p>Committee members expressed hopeful expectations for 2021.</p> <p>Council President Kruller invited committee members to reach out to her for a conversation or if they need assistance anytime.</p>	
Adjourn	<p>The meeting adjourned at 12:13 PM.</p>	

DATE: February 9, 2021
TO: Lodging Tax Advisory Committee
FROM: Tracy Gallaway, Parks & Recreation Manager
Elizabeth Gahan, Artist
RE: Public Art for Baker Boulevard @Southcenter District



Background

In 2018, the City of Tukwila Municipal Arts Plan was adopted by the Tukwila City Council. The plan presented a roadmap that allows the City, in concert with the community, to explore how arts and cultural activities best achieve the City's vision, mission, and goals for this important component of civic life. In the development of the Municipal Arts Plan, the community voiced support that the City should adopt a policy of engaging the arts and the capacity of artists to devise temporary, permanent and interactive art projects and processes as a key element in creative place-making and community-building. The Municipal Arts Plan established the 1% For Arts Fund to support these endeavors.

The Southcenter District is the city's primary commercial hub, a concentrated center of employment, and a regional destination for shopping and entertainment. At the north end of the Southcenter District, retail currently dominates the land use but there is some office and new residential uses. This area is continuing to evolve, moving from the past model of automobile dominance to a vibrant urban core that is pedestrian and transit friendly with a variety of land uses including dense retail, residential, office and more.

The vision for this area is to develop a unique, iconic, and artistic visual experience that will be specific to the Southcenter District. This includes enhancing existing locations and events, supporting future arts & culture programs, and creating an outdoor venue for events, festivals, temporary art exhibitions and other public activities.

Pilot Project

The pilot project used public art to designate Baker Boulevard as a "festival street." Ground murals, as well as other forms of public art, are intended to stimulate pedestrian traffic, tourism, create a venue for events and festivals, and generally raise the profile of the area as a hub for art, culture and commerce locally, regionally and nationally. Beginning with ground murals which were installed on the Baker Boulevard sidewalks in 2020, the City will roll out additional visual improvements to complete these goals.

Artist Elizabeth Gahan has been collaborating with the City of Tukwila since 2018 to support the creative and artistic goals for Baker Blvd, contribute public art expertise and design artwork specific for Baker Boulevard. including the ground mural artwork. Inspired by both the urban commercial surroundings and the Green River, a prominent natural feature in the area, the design combines graphic pattern with organic wavy lines. The ground murals were installed on the sidewalk at varying intervals from Andover Park West to Christensen Boulevard This created a visual link along the length of the walkway, added visual interest, and set the tone for future artwork on the street.

Project development and implementing the first phase of public art on Baker Boulevard was made possible through the dedicated commitment of the City of Tukwila and the funding support of the Lodging and Tax Advisory Board, which is comprised of business owners in the Baker Blvd area.

Phase 1 Summary:

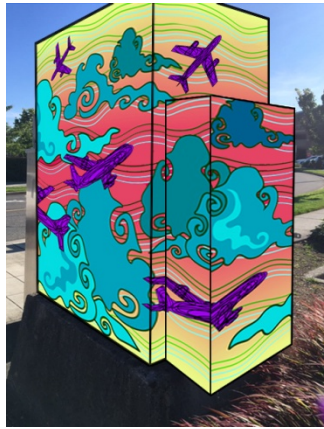
Phase 1 of the Baker Blvd. public art implementation has been completed. LTAC funds were used to create and install Thermoplastic ground murals on the north and south sidewalks between the Southcenter Mall and Christensen Road. These colorful and fun features create a visual path and are the first installment in of public art features on this walking route that will support the concept of a pedestrian friendly “Festival Street” corridor. The original proposal for the sidewalk ground murals called for painted artwork, but through the project development process and in partnership with the City of Tukwila, the materials were upgraded to Thermoplastic which is heat fused to the concrete. Thermoplastic has a significantly longer lifespan and lower maintenance better suited for the multiphase plan for the area. In addition, as part of the project development, the City of Tukwila invested in the equipment and training to install Thermoplastic art which can be applied to future projects.

Phase 1 also included project development for utility box vinyl wrap art for Baker Boulevard. LTAC funds were used to develop utility box art designs and a process by which the City and Utility Companies approve and implement the artwork. Two utility box art wraps will be installed as soon as weather temperatures permit.

"Walking the Waves" ground murals. A series of 13, 4' x 16' wave designs and 52 complementary details done in Thermoplastic on the Baker Boulevard sidewalk between Andover Park West and Christensen Road.



Utility Box Vinyl Wrap Art on Box at Baker Boulevard and Andover Park East. Design complements the sidewalk art, but introduces additional, unique elements for contrast. This vinyl wrap is a test run for additional vinyl wrap locations.



(design mock ups, install weather dependent/TBD)

LTAC Funds & City Contributions

LTAC funds were allocated in two ways. \$20k for Project Development and \$20k for Artwork. Additional contributions in support of the Baker Boulevard Public Art projects were made by the City.

LTAC Project Development Funding:	City Contributions:
<p>1. Thermoplastic Art Project Development</p> <ul style="list-style-type: none"> • work with city departments and legal to develop project • research • artwork design and revisions • project management and work with vendors • coordinate documentation of installation • help create a roadmap for future Thermoplastic Art 	<p>1. Thermoplastic Art Project Development</p> <ul style="list-style-type: none"> • support project development process and provide legal consultation •
<p>2. Utility Box Vinyl Wrap Art Project Development</p> <ul style="list-style-type: none"> • work with Utility Company and City Departments to develop project • research • artwork designs and revisions for 2 boxes 	<p>2. Utility Box Vinyl Wrap Art Project</p> <ul style="list-style-type: none"> • Support project development and working with the utility company • patch and prep utility box • cover cost of printing and install of vinyl artwork \$2,049.98
<p>3. Project Development for Phase 2, 4 new options</p> <ul style="list-style-type: none"> • artwork concept and sketches • work with vendors metal fabricators, engineer, painters to develop fabrication plan and/or budget for each project • create digital files for budget estimates • create written proposal and visual aids for LTAC consideration 	
LTAC Funding for Pilot Project Artwork:	City Contributions:
<p>1. Thermoplastic Artwork</p> <ul style="list-style-type: none"> • 20k spent on Thermoplastic artwork from Ennis-Flint • templates for install • supplies for install 	<p>1. Thermoplastic Artwork</p> <ul style="list-style-type: none"> • purchased equipment for the install of the Thermoplastic Art \$9,690.18 • City staff participated in training and did the artwork install which took 3 days (estimated value of \$40k if outsourced)

Experience Tukwila Social Analytics

April 2020 – February 2021

FACEBOOK

Total Followers: 1,045
 Total Posts: 239
 Total Impressions: 386,319
 Total Engagements (reactions, comments, shares): 3,857

The Experience Tukwila Facebook page launched in April 2020. Posts about Spice Bridge and city news/announcements (e.g. Holiday Lights Contest winners, Dick's Drive-In at Southcenter, Sounders proclamation, etc.) are the most engaging, and posts that feature custom photography also tend to outperform posts without custom photos.

INSTAGRAM

Total Followers: 270
 Total Posts: 176
 Total Impressions: 31,832
 Total Profile Visits: 470
 Total Engagements (likes, comments, saves, shares): 1,841

The Experience Tukwila Instagram account launched in April 2020. Posts about Tukwila businesses and holidays are the most engaging Instagram content.

Combined Social Totals

Followers: 1,763
 Posts: 1,169
 Impressions: 744,957
 Profile Views (not including Facebook): 7,739
 Engagements: 6,720

TWITTER

Total Followers: 156
 Total Tweets (including retweets and replies): 693
 Total Impressions: 319,658
 Total Profile Visits: 6,848
 Total Engagements (likes, replies, retweets): 873

The Experience Tukwila Twitter account launched in April 2020. Tweets about Tukwila businesses and the Seawolves and Sounders are the most engaging content, though interaction with other South Sound cities (e.g. Kent, Auburn, Des Moines) also boosts engagement.

LINKEDIN

Total Followers: 292
 Total Posts: 61
 Total Impressions: 7,148
 Total Profile Visits: 421
 Total Engagements (reactions, comments): 149

The Experience Tukwila LinkedIn account launched in September 2020. Posts about Tukwila businesses and city initiatives tend to be the most engaging content.



2021 Lodging Tax Long Range Tentative Agenda

Meeting	Tentative Meeting Dates	Possible Topics
LTAC	January 8	<ul style="list-style-type: none"> • Welcome and Introductions • Approval of Agenda and Minutes • 2021 Initiatives • Presentation of beta version of Experience Tukwila website. • Possible Funding Request: Spice Bridge
LTAC	February 12	<ul style="list-style-type: none"> • Southcenter Art Update • SSRTA CEO Search.
LTAC	March 12	<ul style="list-style-type: none"> • Visit Seattle Special Presentation on Convention Center (Confirmed). • 2020 budget close out briefing. • Experience Tukwila Funding Request • Seattle Seawolves Funding Request
LTAC	April 9	<ul style="list-style-type: none"> • Tukwila Pond Master Plan Briefing.
LTAC	May 14	
LTAC	June 11	
LTAC	July 9	
LTAC	August 13	
LTAC	September 10	
LTAC	October 8	
LTAC	November 12	Most likely will be canceled due to Veterans Day falling on November 11.
LTAC	December 10	

Parking Lot Items

- 2021 Third party funding requests.
- 2022 Funding requests.



2021 Lodging Tax Long Range Tentative Agenda

Meeting	Tentative Meeting Dates	Possible Topics
LTAC	January 8	<ul style="list-style-type: none"> • Welcome and Introductions • Approval of Agenda and Minutes • 2021 Initiatives • Presentation of beta version of Experience Tukwila website. • Possible Funding Request: Spice Bridge
LTAC	February 12	<ul style="list-style-type: none"> • Southcenter Art Update • SSRTA CEO Search.
LTAC	March 12	<ul style="list-style-type: none"> • Visit Seattle Special Presentation on Convention Center (Confirmed). • 2020 budget close out briefing. • Experience Tukwila Funding Request • Seattle Seawolves Funding Request
LTAC	April 9	<ul style="list-style-type: none"> • Tukwila Pond Master Plan Briefing.
LTAC	May 14	
LTAC	June 11	
LTAC	July 9	
LTAC	August 13	
LTAC	September 10	
LTAC	October 8	
LTAC	November 12	Most likely will be canceled due to Veterans Day falling on November 11.
LTAC	December 10	

Parking Lot Items

- 2021 Third party funding requests.
- 2022 Funding requests.