

**Board of Directors Regular Meeting**

**MINUTES**

May 14, 2020

3:00pm – 4:30pm

**Video Conference**

**Call to Order**

Chair Maureen Huffman called the meeting to order at 3:02 pm.

Chair Huffman then read for the record guideline information for RTA Video Conference meetings.

**Roll Call**

Board Members: Maureen Huffman, Embassy Suites; David Sullivan, Cedarbrook Lodge; Elissa Cotero, Westfield Southcenter; Jill Andrews, Certified Folder; Josh Ewing, Hilton Hotels; Donna Rios, Radisson Hotel; Bob Schrader, Marriott Hotels.

**MOTION: By Board Member Schrader to excuse absent Board Member Stockdale, seconded by Board Member Ewing. Passed unanimously.**

**Staff:** President/CEO Katherine Kertzman, Marketing & Communications Vice President Ashley Comar, Sales & Services Vice President Meagan McGuire, Comptroller Cecilia Pollock, Operations Administrator Autumn Lingle, Communications Manager Nick Tolley, Business Development Managers Caitlyn Shearer & Noelle Khim, Digital Marketing Manager Rex Price, Social Media & Visitor Services Specialist Adam Stewart.

**Approve/Amend Agenda**

**MOTION: By Board Member Andrews to approve the amended agenda, seconded by Board Member Ewing. Passed unanimously.**

**Public Comments:** There were no public comments.

**Chair's Report**

**Presentation of Consent Agenda – Maureen Huffman, Board Chair**

Item 1: Approval of minutes from the January 9, 2020, Regular Board Meeting.

Item 2: Approval of minutes from the April 30, 2020, Special Board Meeting.

Item 3: Approval of Auditing Official's Certificate for November 1, 2019 through May 16, 2020. Check numbers 8838 through 9078 in the amount of \$1,501,761.51. Electronic payments in the amount of \$776,654.92.

**MOTION: By Board Member Andrews to approve Consent Agenda Items 1 through 3, seconded by Board Member Sullivan. Passed unanimously.**

**Financial Reports**

Comptroller Cecilia Pollock provided an overview of the 1<sup>st</sup> quarter 2020 financial report.

### President's Report

CEO Kertzman spoke on the impact Covid-19 has had on the travel and tourism industry. Reliable information suggests a downturn will continue until the end of summer. RTA will play an important role in recovery and has a strategy in place as soon as the governor lifts the shelter in place order.

### Staff Report

MarCom Vice President Comar reviewed business communications, ongoing marketing partnerships with WTA, WSDMO, WHA and presented MarCom's 3 strategy phases. She gave an overview of the social media work that is keeping the RTA currently very visible and future social media strategies, supported by paid media through Green Rubino.

Sales & Services Vice President McGuire spoke on meeting sponsorships and provided the Sales and Services recovery plan, which consists of 2 phases.

### King County Emergency Tourism Recovery Proposal

CEO/President Kertzman gave an update and details on funding stipulations. In addition, she outlined how the RTA will collaborate with Visit Seattle on building consumer confidence and implementation. Initial focus will be the leisure local market, followed by drive market.

### Cities Emergency Tourism Recovery Proposal

CEO/President Kertzman provided an update on the process for securing a one-time emergency funding proposal to bring groups back to Seattle Southside, encouraging support and attendance of board members at the first lodging tax presentation which will be with the City of SeaTac HMAC meeting. She will send them meeting information soon.

### 2019 State Audit

The audit is underway. CEO/President Kertzman and Comptroller Pollock have met with the auditing team. It will continue until June 30<sup>th</sup> and we anticipate a clean audit.

### Action Items:

- a. Authorized CEO to amend Green Rubino contract as needed not to exceed King County Emergency Tourism Recovery funding proposal.  
**MOTION #2020-006: By Board Member Andrews, to authorize CEO to amend Green Rubino contract as needed not to exceed King county Emergency Tourism Recovery funding proposal, seconded by Board Member Sullivan. Passed unanimously.**
- b. ~~Authorized CEO to amend Digital Edge contract not to exceed Emergency Tourism Recovery SeaTac funding.~~ **Postponed to June 11, 2020 Meeting.**

### Next Regular Meeting

June 11, 2020

### Meeting adjourned at 4:00pm

### Scribe

Autumn Lingle