

**Board of Directors Regular Meeting**

**MINUTES**

January 9, 2020

3100 S. 176<sup>th</sup> St., SeaTac, WA 98188

RTA Board Room

**Call to Order**

Chair Maureen Huffman called the meeting to order at 3:04 pm.

**Roll Call**

**Board Members:** Maureen Huffman, Embassy Suites; Jill Andrews, Certified Folder; Josh Ewing, Hilton Hotels; Donna Rios, Radisson; Ken Stockdale, Crowne Plaza.

**MOTION: by Board Member Stockdale, seconded by Board Member Andrews, to excuse absent Board Members David Sullivan, Elissa Cotero and Jenny Vasquez. Passed unanimously.**

**Staff:** Katherine Kertzman, President/CEO; Cecilia Pollock, Comptroller; Meagan McGuire, Vice President of Sales & Partner Services; Ashley Comar, Vice President of MarCom; Lisa Schwartz, Community Relations Director; Noelle Khim and Caitlyn Shearer, Business Development Managers; Donna Bennett, Partner & Visitor Services Coordinator; Nick Tolley, Communications Manager; Rex Price, Digital Marketing Manager; Adam Stewart, VC Concierge & Social Media Specialist; Autumn Lingle, Operations Administrator.

**Guests:** GreenRubino Staff Lynne Parker and Jacob Vargas; Brandon Miles, city of Tukwila Economic Development Liaison.

**Approve Amended Agenda**

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

**Public Comment**

No public comments.

**Chair's Report**

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

Item 1: Approval of Minutes from the November 7, 2019, Regular Board Meeting.

Item 2: Approval of Auditing Official's Certificate for October 31, 2019 through December 31, 2019.

Check numbers 8838 through 8924 in the amount of \$608,987.93. Electronic payments in the amount of \$215,431.55.

**MOTION: Board Member Stockdale moved to approve Consent Agenda Items 1 through 2, seconded by Board Member Andrews. Passed.**

**Financial Reports**

Comptroller Cecilia Pollock provided an overview of TPA Special Assessments, Lodging Tax Collections, Interest Revenues and other miscellaneous revenue.

### GreenRubino Contract Amendment

Approve the GreenRubino Contract Amendment

**MOTION #2020-001: Board Member Stockdale moved to approve the GreenRubino Contract Amendment, seconded by Board Member Andrews. Passed.**

### Executive Session

Executive Session convened at 3:15 pm for 15 minutes to discuss RCW 42.30.110 (1)(g) to review the performance of a public employee. At 3:30pm an additional 5 minutes were requested. Session adjourned at 3:35pm.

Attendees: Chair Maureen Huffman, Board Members Jill Andrews, Ken Stockdale, Donna Rios, and Josh Ewing.

**MOTION #2020-002: Board Member Stockdale moved to approve a 10% bonus to the President/CEO under her current Employment Agreement, seconded by Board Member Rios. Passed.**

### RTA Leave Policies

Authorize President/CEO to work with legal counsel to review the RTA leave policies.

**MOTION #2020-003: Board Member Andrews moved to authorize President/CEO to work with legal counsel to review the RTA leave policies to ensure they comply with the new Washington State Paid Family Medical leave (PFML) insurance program; designate RTA leave benefits as employer-provided supplemental benefit payments and evaluate RTA Paid Parental and Catastrophic Health Event Leave policies to ensure benefits are not more generous than intended when they supplement benefits provided by Employment Security Department under the PFML, seconded by Board Member Rios. Passed.**

### 2020 Business Plan

2020 Business Plan Summary

Approve Resolution No. 2020-001, the 2020 Business Plan

**MOTION #2020-004: Board Member Stockdale, moved to approve Resolution No. 2020-001, the 2020 Business Plan, seconded by Board Member Rios. Passed.**

### Expand Expedia Campaign

Authorize Additional Expedia Expenditure of \$75,000.

**MOTION #2020-005: Board Member Andrews moved to authorize CEO to expand the Expedia Campaign for an additional \$75,000, which exceeds CEO's signing authority of \$50,000, seconded by Board Member Ewing. Passed**

At 3:43 pm Board Member Andrews was excused from the meeting.

### President's Report

President/CEO Katherine Kertzman introduced new staff members; Rex Price, Digital Marketing Manager and Adam Stewart, VC Concierge & Social Media Specialist. She spoke about the upcoming Tourism Symposium on Wednesday, February 12<sup>th</sup>, 3:00 – 6:00 pm at the Marriott Seattle Airport and noted that Don Welsh will be speaking at a Director of Sales luncheon hosted by the DoubleTree Suites that same day. She provided an update on the 2020 RTA and Chamber Agreement.

### SWOT Analysis Special Presentation

Lynne Parker from GreenRubino gave a SWOT Analysis Special Presentation.

**Staff Reports**

Brand Awareness Study Report was presented by MarCom Vice President Ashley Comar. Sales and Services Vice President Meagan McGuire offered information regarding a new Cvent Campaign, along with the Regional Expert Program and Online Housing Management Service.

**Next Meeting Date**

March 12, 2020, but Autumn will check with all Board Members to confirm if they would like an alternate date.

**Adjournment**

Meeting was adjourned at 5:05 pm.

**Scribe**

Autumn Lingle, Operations Administrator