

Board of Directors Regular Meeting

MINUTES

June 11, 2020

3:00pm – 4:30pm

Video Conference

Call to Order

President/CEO Katherine Kertzman called the meeting to order at 3:10 pm.

Roll Call

Board Members: Ken Stockdale, Crowne Plaza; Jill Andrews, Certified Folder; Josh Ewing, Hilton Hotels; Donna Rios, Radisson Hotel; Bob Schrader, Marriott Hotels.

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

Board Member Cotero absence was not excused.

Staff: President/CEO Katherine Kertzman, Marketing & Communications Vice President Ashley Comar, Sales & Services Vice President Meagan McGuire, Comptroller Cecilia Pollock, Operations Administrator Autumn Lingle

Board Positions

- A. Approve the appointment of Bob Schrader, Marriott Seattle Airport, for Board of Directors Position 3.

MOTION #2020-007: Board Member Stockdale moved to approve the appointment of Bob Schrader, Marriott Seattle Airport, for Board of Directors Position 3, seconded by Board Member Rios. Passed unanimously.

- B. Elect Board Vice Chair & Treasurer

MOTION #2020-008: Board Member Stockdale moved to elect Board Member Donna Rios, as Executive Committee Vice Chair and Josh Ewing, as Executive Committee Treasurer, seconded by Board Member Schrader. Passed unanimously.

(Current Executive Committee Members & Positions: Chair, Maureen Huffman; Secretary, Ken Stockdale)

Public Comments (any topic):

There were no public comments

Chair's Report

- A. **Presentation of Consent Agenda** – Katherine Kertzman, President/CEO

Item 1: Approval of Minutes from the May 14, 2020, Regular Board Meeting.

Item 2: Approval of Auditing Official's Certificate for May 7, 2020 through June 15, 2020. Check numbers 9079 through 9093 in the amount of \$95,072.36. Electronic payments in the amount of \$108,976.92.

Item 3: Resolution No. 2020-002, Declaring certain property a surplus and authorizing its disposal (obsolete IT equipment, devices, and furniture).

MOTION #2020-009: Board Member Rios moved to approve Consent Agenda Items 1 through 3, seconded by Board Member Schrader. Passed unanimously.

Financial Reports

Comptroller Pollock provided an overview of the financial report noting the TPA amount is lower than projected. The revised proforma estimated projected revenues are changed. The RTA has made severe cutbacks to offset lower revenue.

President's Report

A. Informational:

- a. King County Funding Request– *Update*
President/CEO Kertzman gave an update on King County funding request. It passed providing \$2 million to the RTA. It has conditions which are being addressed.
- b. SeaTac Hotel Motel Advisory Committee Funding Request – *Update*
RTA gave 2 presentations yesterday. One was for a one-time emergency funding request, which would be over an 18-month period. It would include meeting incentive programs, tool kit training and administration, in partnership with hotel teams, and marketing. The presentation went very well. The committee will meet again next Wednesday, and the RTA will have more information to share after that meeting. The second was for core marketing funding.
- c. Tukwila Lodging Tax Advisory Committee Funding Request – *Update*
The RTA will present at the LTAC tomorrow for a funding match amount up to the amount of the SeaTac emergency funding, core marketing will be presented later. We will know more in the next few weeks
- d. ROI Report
The 2019 closed ROI from Dean Runyan was \$41.86.
- e. Destinations International Accreditation – Received
Tourism Symposium RTA was awarded accreditation from Destination International (DI).
- f. Port of Seattle Tourism Grant – *Update*
Tourism grant goal is to increase 2021 spring flight traffic to seattle southside. It is a 2 to 1 match.

B. Action:

- a. Authorize President/CEO to negotiate a contract with Digital Edge provided the cities fund the “Bring Meetings Safely Back to Seattle Southside” emergency funding request.
MOTION #2020-010: Board Member Schrader, moved to authorize President/CEO to negotiate contract with Digital Edge provided the cities fund the “Bring Meetings Safely Back to Seattle Southside” emergency funding request, seconded by Board Member Stockdale. Passed unanimously.
- b. Authorize President/CEO to renew the RTA’s SimpleView Website and CRM Three Year Contracts at \$34,200 and \$23,500 per year. The total spend with SimpleView will not exceed

\$125,000 annually per motion #2018-026 and motion #2018-002 without prior Board approval.

MOTION #2020-011: Board Member Schrader moved to authorize President/CEO to renew SimpleView Website and CRM Three Year Contracts at \$34,200 and \$23,500 annually, seconded by Board Member Stockdale. Passed unanimously.

- c. Approve Amending Family and Medical Leave of Absence Resolution No. 2017 -004, Exhibit A.
MOTION #2020-012: Board Member Ewing, moved to approve Amending Family and Medical Leave of Absence Resolution No. 2017-004, Exhibit A, seconded by Board Member Rios. Passed unanimously.

Staff Reports

A. Informational:

- a. No Report

B. Action:

- a. No Action

Executive Session

No Executive Session was called.

Other Business

A. Black Lives Matter (BLM) Movement

President/CEO Kertzman thanked Adam Stewart, staff member, regarding his email asking for more support during the BLM movement. The RTA has made mindful marketing decisions, always pursuing inclusivity, and is committed to improving the situation. They will rededicate its due diligence to improve. Chair Huffman has suggested creating a small task force to address BLM with 1 or 2 board members and a public information officer from the partner cities. President/CEO Kertzman asked the group to address this issue. Board Member Stockdale is concerned about falling short and the need to do more. Summit law would be a great resource and it would be a good idea to partner with our cities to create and issue a public statement. Board Member stated it is important our cities take a front-line role. Board Member Andrews suggested a check with the local YMCA and Tilth Alliance. President/CEO Kertzman will send a draft statement to board members before statement issuance to ensure their endorsement.

Next Meeting Date

September 17, 2020 meeting will be all about the budget. The October 15,2020 meeting will be about the business and marketing plan,

Adjournment:

Board Member Stockdale motioned to adjourn at 4:01pm, seconded by Board Member Schrader. Passed unanimously.

You are invited to a Zoom meeting.

When: Jun 11, 2020 03:00 PM Pacific Time (US and Canada)

Register in advance for this meeting:

<https://us02web.zoom.us/meeting/register/tZlpfu2srDgrGtc60QWTUKY14uj4MZcrLTmT>

After registering, you will receive a confirmation email containing information about joining the meeting.

Or call in:

Meeting ID: 864 9442 3103

Password: 719533

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Meeting ID: 864 9442 3103

Password: 719533

Find your local number: <https://us02web.zoom.us/j/keG5fz576B>