

DRAFT

Board of Directors Regular Meeting
AGENDA - Revised
January 11, 2018
3100 S. 176th St., SeaTac, WA 98188
RTA Board Room

4:00 p.m. – Call to Order—David Sullivan, *Board Vice Chair*

1. Roll Call

Excuse absent Board Members – Motion

Maureen Huffman, Board Chair;

2. Approve/Amend Agenda

3. Call for Public Comment

Anyone wishing to speak before the Board, either as an individual or as a member of a group may do so at this time. Individuals desiring to speak shall give their name, address, and the group they represent, if any. A speaker is limited to three minutes unless granted an extension of time.

4. Chair's Report

A. Presentation of Consent Agenda (Motion) – David Sullivan, Board Vice Chair

Item 1: Approval of Minutes from the October 12, 2017 Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for October, November and December 2017. Check numbers 7751 through 7864 in the amount of \$833,751.40. Electronic payments for payroll for the dates of October through December 2017 in the amount of \$284,962.44.

RECOMMENDED MOTION: I move to approve Consent Agenda Items 1 through 2.

B. Financial Reports

1. Financial Update – *Discuss, Brenda Rolph, CFO*
2. 2017 TPA Revenue, Demand, and Occupancy Reports - *Katherine Kertzman, CEO*
3. 2016 Financial Statement Audit Report, *Katherine Kertzman, CEO*
4. 2018 Staffing Costs – *Update, Katherine Kertzman, CEO*
5. Budget Carryover EPP #017-2018 - *Update, Katherine Kertzman, CEO*
6. 2017 Budget Carryover – *Action, Katherine Kertzman, CEO memo*

RECOMMENDED MOTION: I move to approve 2017 Budget Carryover of \$212,500 amending the Budget Resolution No. 2017-012.

C. Action Items – Katherine Kertzman, President/CEO

1. Simpleview Contracts not to exceed \$120,000 annually

RECOMMENDED MOTION: Authorized President/CEO to execute ongoing multiple-year services agreements with Simpleview, such as (but not limited to) CRM, Web License, Dashboard and Training, not to exceed \$120,000 annually without prior Board approval.

2. Seattle Express Contract Amendment -

RECOMMENDED MOTION: Authorized President/CEO to execute Seattle Express contract amendment total amount not to exceed \$148,320 at a rate of \$12,360 per month.

3. Journal Graphics – *Printing Travel Planner and Dining Guide*

RECOMMENDED MOTION: I move to approve contracts with Journal Graphics to print the 2018 Travel Planner and Dining Guide for a total not to exceed amount of \$90,000.

5. President's Report – *Katherine Kertzman, President/CEO*

A. Informational:

1. RTA Performance Metrics – *Discuss*
2. City of Burien – *Update*
3. Dissolution of the Sports Development Advisory Committee – *Ken Stockdale, Committee Co-Chair*
4. Tourism Symposium March 29, 2018, 3:00-6:00pm, Hilton Conference Center

B. Action Items:

1. 2018 Business Plan – *Discussion and Action*

RECOMMENDED MOTION: I move to approve Resolution No. 2018-001, Seattle Southside RTA 2018 Business Plan.

2. Purchase RTA 12 Passenger Van – *Discussion and Possible Action*

RECOMMENDED MOTION: I move to approve the purchase of a passenger van for the use of Seattle Southside RTA.

6. Staff Reports

A. Marketing and Communications Division Reports – *Ashley Comar, VP MarCom*

1. 2017 Special Projects - *Update*
2. 2018 Media Plan - *Approve*

RECOMMENDED MOTION: I move to approve the recommended RTA 2018 Media Plan including the expenditures that exceed the President/CEO's signing authority of \$50,000.

- Search Engine Marketing: \$425,000
- SpotX: \$87,000
- Facebook: \$75,000
- Expedia: \$75,000
- iHeart Radio: \$50,000

B. Sales & Services

1. 2017 Highlights and 2018 Sales Plan - *Approve*

RECOMMENDED MOTION: I move to approve the 2018 Sales Plan.

7. Executive Session to discuss RCW 42.30.110 (1)(g) to review the performance of a public employee.

8. Other Business

9. Next Meeting Date – March 8, 2018

10. Adjournment