

**Board of Directors Special Meeting**

**AGENDA**

October 16, 2019

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

RTA Board Room

3:00 p.m. – Call to Order—*Maureen Huffman, Board Chair*

**1. Roll Call**

**Excuse absent Board Members – Motion**

**2. Approve/Amend Agenda**

**3. Appoint Josh Ewing for Board Position 7, vacated by Bruce Janzen, Term Ending Dec. 31, 2020**

**RECOMMENDED MOTION: I move to appoint Josh Ewing for Board Position 7, Ending Dec. 31, 2020.**

**4. 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.*

**5. Chair's Report**

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

Item 1: Approval of minutes from the September 12, 2019, Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for September 1, 2019 through October 4, 2019.

Check numbers 8753 through 8796 in the amount of \$252,324.37. Electronic payments in the amount of \$153,104.20.

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

**B. Informational**

1. 2019 Financial Statement Audit Report – *Maureen Huffman, Board Chair*

2. Financial Reports – *Cecilia Pollock, Comptroller*

**C. Action Items – Maureen Huffman, Board Chair**

1. Setting the Regular Meeting Schedule for Calendar Year 2020.

**RECOMMENDED MOTION: I move to approve Resolution No. 2019-003, setting the Regular Meeting Schedule for Calendar Year 2020.**

2. Re-appoint David Sullivan for a Successive Three-Year Term to Board Position 4, Term Ending on Dec. 31, 2022.

**RECOMMENDED MOTION: I move to reappoint David Sullivan for a Successive Three-Year Term to Board Position 4, Term Ending Dec. 31, 2022.**

6. **Destination Development Advisory Committee Update** – *Jenny Vasquez, Committee Chair*

7. **President’s Report** – *Katherine Kertzman, President & CEO*

**A. Informational:**

1. Resolution No. 2019-004, 2019 Budget Carryovers and Request to fill the Visitor Services & Social Media & Specialist, Amending Budget Resolution No. 2019-002

**B. Action Items:**

1. Approve Resolution No. 2019-004, 2019 Budget Carryovers and Request to fill the Visitor Services & Social Media Specialist, Amending Budget Resolution No. 2019-002

**RECOMMENDED MOTION: I move to approve Resolution No. 2019-004, 2019 Budget Carryovers and Request to fill the Visitor Services & Social Media Specialist, Amending Budget Resolution No. 2019-002.**

8. **Staff Reports**

**A. Informational:**

1. 2020 Budget by Division – Katherine Kertzman, President & CEO
2. MarCom Division – Ashley Comar, MarCom VP
  - a. *GreenRubino SOW*
  - b. *Media Buy*
  - c. *Adopt a Highway*
3. Sales & Partner Services Division – Meagan McGuire, Sales & Services VP
  - a. *Digital Edge*
  - b. *Business Development*

**B. Action Items:**

1. Approve the 2020 Detailed Division Operating Budget and Scope of Work as presented.

**RECOMMENDED MOTION: I move to approve the 2020 Detailed Division Operating Budget as presented.**

2. Approve Budgeted Expenditures that exceed President & CEO’s signing authority

**RECOMMENDED MOTION: Approve Budgeted Expenditures that exceed President & CEO’s signing authority.**

- a. GreenRubino \$1,126,000 contract #2018-010 Amendment 1
  - o includes \$281,000 agency fees, \$770,000 Media Buy that includes \$605,000 with Cruxx per campaign schedule, and \$75,000 in Production costs.
- b. Expedia \$75,000 – Standard Advertising Insertion Order
- c. Adopt a Highway \$40,035 – Additional 2-year Standard Advertising Insertion Order for Extra Locations
- d. Digital Edge \$196,500 Contract 2019-011

9. **Executive Session** – *Optional*

10. **Other Business** – *Anyone*

11. **Next Meeting Date** - November 7, 2019

12. **Adjournment**