

Board of Directors Regular Meeting

AGENDA

October 14, 2021, 3:00pm
3100 S. 176th St., SeaTac, WA 98188

Video Conference

PUBLIC CALL IN NUMBER 1 253 215 8782

PLEASE SEE NOTE BELOW

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

1. Roll Call

Excuse absent Board Members – Motion

2. Approve/Amend Agenda

3. Public Comments*

4. Chair's Report

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

Item 1: Approval of Minutes from the September 16, 2021, Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for September 10, 2021, through October 8, 2021. Check numbers 9501 through 9515 in the amount of \$43,109.70. Electronic payments in the amount of \$82,105.39.

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

B. Financial Reports - Cecilia Pollock

5. President's Report – Mark Everton

A. Informational:

a. SSRTA Operating Budget.

The SSRTA Board approved the 2022 operating budget on September 16, 2021. Pursuant to the SSRTA Interlocal Agreement, the SeaTac City Council must also approve the SSRTA annual operating budget and intends to take up the budget at their November 9, 2021, Council meeting. Later this week, the SeaTac Administration and Finance committee of the SeaTac City Council intends to review the 2022 SSRTA operating budget. In preparation of the A&F Committee meeting additional detail is being provided, while not changing the budgeted revenue and expenditures approved by the SSRTA Board. A copy of the budget reflecting the additional detail is provided for informational purposes only. (Please see attached).

b. Collaborating with Tukwila and the Seattle Sports Commission – NCAA National Finals – 2022

c. Addition of an in-house social media coordinator rather than continuing to use an outside 3rd party

d. Reviewing bids to update the SSRTA IT structure and move services to the cloud

e. Reviewing bids to update or replace the existing website and database provider

- f. Implementing a data intelligence plan with a 3rd party vendor to identify the demographics of SSRTA visitors and determine where they come from and where they visit while in the region
- g. Looking at alternatives to “Regional Tourism Authority” for consumer facing marketing. Testing “Explore Seattle Southside” along with the tag line “Gateway to the Northwest” rather than “Seattle’s Backyard”

B. Action:

- a. 2022 Board composition.

The SeaTac City Council intends to take action on the proposed Seattle Southside Regional Tourism Authority Board of Directors composition at the regularly scheduled SeaTac City Council meeting on November 9, 2021. The Council will consider approval of three new members to the SSRTA board for three-year terms commencing on January 1, 2022; and the renewal of two existing board members for three-year terms commencing on January 1, 2022. (Please see attached recap of proposed composition)

Pursuant to the SSRTA Interlocal Agreement, The City of SeaTac, as the Legislative Authority of the Seattle Southside TPA, must review and approve all appointments to the SSRTA Board of Directors. As the SeaTac City Council intends to take action at the November 9, 2022, Council meeting and there is not a SSRTA Board meeting scheduled until January 13, 2022, the SSRTA board is being asked to ‘conditionally’ approve the Board composition pending the SeaTac City Council approval of the proposed board composition.

RECOMMENDED MOTION: I move to conditionally appoint to the RTA Board of Directors, Angela Mose, Position 1; Andrea Reay, Position 4; Westfield Senior Manager (TBD), Position 8; the re-appointment of Ken Stockdale, Position 2; Tiffany Hart, Position 5, for three-year terms commencing on January 1, 2022.

- 6. **Executive Session – Optional**
- 7. **Other Business – Anyone**
- 8. **Next Meeting Date – January 13, 2022**
- 9. **Adjournment**

***PLEASE NOTE:** Due to the current COVID-19 public health emergency, and social distancing protocols, pursuant to the Governor’s and public health officials’ orders, this meeting will be conducted virtually. The public may call in to the conference line to listen to the meeting per the details provided above. While you will be able to hear the meeting, you will not be able to participate in the meeting. You may be asked to identify yourself. Please note that if you are unable to mute your phone, everyone else on the call-in line will be able to hear you, so please refrain from speaking. If background noise or side conversations interfere with the meeting, your line may be muted or disconnected. The RTA is closed so no one will be able to physically attend this meeting.

This is a Seattle Southside Board of Directors meeting and although open to the public, no public comment process is provided. If you have questions, please email them to autumn@seattlesouthside.com
Thank you!

SSRTA is inviting you to a scheduled Zoom meeting.

Topic: RTA Board Meeting

Time: Oct 14, 2021 03:00 PM Pacific Time (US and Canada)

Join Zoom Meeting

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