

**Board of Director Meeting  
Public Meeting  
MINUTES  
October 8<sup>th</sup>, 2015  
Dollar Rent-a-Car Board Room  
3100 S. 176<sup>th</sup> St. SeaTac, WA 98188**

The Meeting was called to order at 3:07 p.m. by Sanjay Mahajan, Vice Chair. Chair Maureen Huffman was absent.

**Attendees:** Barbara Brunetti; Sanjay Mahajan; Ken Stockdale; David Sullivan; Frank Welton; Barry Baxter.

**Absent:** Maureen Huffman

**Staff:** Katherine Kertzman, President & CEO Director, SSRTA; Sandy Paul, Scribe.

**Public:** Deanna Gregory, Pacifica Law Group; Jeff Robinson, City of SeaTac Economic Development Manager; Brandon Mills, City of Tukwila, Economic Development Liaison.

**Approval of the Agenda** - Approval of the agenda was moved by David Sullivan; second by Frank Welton; unanimously approved as presented.

**Approval of the Minutes**—Approval of the Aug. 13, 2015 Regular Meeting minutes was moved by Barry Baxter; second by Ken Stockdale; unanimously approved as presented.

**Public Comment**

Jeff Robinson spoke about AirBnB's, known to be located in SeaTac, mostly around Angle Lake. Travelers locate AirBnBs online. He spoke about how San Francisco AirBnB owners now pay lodging tax. He said the Board might want to learn more and establish some rules (code changes, lodging tax) concerning Airbnbs in the South King County area, as well, especially as regards those located within the SSRTA boundaries.

Robinson also addressed the airport Master Plan Update (copies provided for all). With air passenger numbers predicted to double within a few years the issues of taxis, trucks, and other transit and transportation would need to be addressed. A stakeholder group has been suggested to study those issues. CEO Kertzman would be one of the stakeholders.

**Old Business - Transition Plan Update**

**Organizational Checklist** - The Organizational Checklist will not likely be a Board Agenda item again. Two positions remain to be hired by January 1, 2016: the controller and the Clerk/Executive Assistant/Public Records Manager. The person hired to manage the records will be sent to WAPRO training in order to be trained in proper records management techniques. The IT manager will ultimately be a contracted position and no responses to the RFP for IT services were received. The RFP will be issued again.

**Old Business - SSVS Transfer of Assets Agreement** – The Transfer of Assets Agreement is moving along slowly, and negotiations continue.

**Old Business - Office Construction Update, Modified Floor Plan** – Construction has been delayed. Changes were made to the original plan because the storage areas were too large and, halls were larger than shown on the floor plan. When

walls were opened up, the needed changes could not be made without major construction to move wiring or load-bearing walls. Construction will be resumed as early as next week with completion by the end of October. The goal is to hold the November 12 Board meeting in the new meeting room.

**Old Business - Furniture Plan** – White furniture with mocha accents has been selected. Furniture will be purchased at Complete Office from the Hon office furniture line. It is similar to IKEA brand, and not top-of-the-line. Complete Office will do a layout so the end result is easier to visualize.

**SSRTA Sales & Marketing Advisory Committee Report – Ken Stockdale and Sanjay Mahajan, Co-Chairs**

The Initial Committee Meeting was held Aug. 31, 2015. Strategic Planning and Advertising Agency of Record were discussed. Four proposals were received, all of which met the initial pass/fail requirements. Staff and the subcommittee reviewed the proposals and determined to invite 3 of the 4 to interview. Green Rubino, JayRay, and PRR firms were chosen for interviews because of their knowledge of the Seattle Southside area, and tourism industry as a whole, as well as their expertise as displayed in the submitted proposals. A contract will be written once a selection has been made. The committee will report back at the November 12 meeting.

**Financial Report –**

Katherine Kertzman introduced Steve Miller, who is helping with accounting duties, owns his own CPA firm, Miller and Miller PS. He told of his 35 years of experience with governments and auditing. He set up SSRTA in Quickbooks because it is affordable and easy to use. He has a payroll clerk who is setting up the SSRTA ADP payroll. He has been working closely with Katherine on the pending budget for 2016.

**ADP Payroll Processing Update –**

Katherine is the ‘test’ as the payroll system is set up. At this time, she is the only employee. The remainder of the employees officially begin their posts on January 1, 2016. She stated she would rather flesh out any payroll errors on herself than subject others to possible flaws in a new system.

**2015 Budget vs. Actuals – Discussion**

The attached 2015 budget was listed in a column next to actual revenues and expenditures.

- August 2015 was a good month
- Current revenues do not include lodging taxes.
- 2015 will be primarily focused on office set up, hiring an advertising agency of record to include strategic planning, and working with other Destination Marketing Organizations.

**2016 Budget Discussion**

Highlights included:

- The cost of each trip and sales event is about \$5,000, including all expenses.
- Visitor services under ‘travel’ means partnership engagement. This line includes meals for meetings.
- The ‘Total Budgeted Costs’ number in the budget resolution is incorrect and should read \$5,202,124. This will be corrected.
- Salaries will be average but under budget.

**Chair’s Report** – Chair Huffman was absent and there was no report.

**Resolution No. 2015-021** A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SEATTLE SOUTHSIDE REGIONAL TOURISM AUTHORITY APPROVING THE 2016 BUDGET

**Motion:** Following further discussion on the budget, Frank Welton moved, Dave Sullivan second, to approve resolution No. 2015-21 approving the 2016 budget; the motion passed unanimously.

**Resolution No. 2015-022** A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SEATTLE SOUTHSIDE REGIONAL TOURISM AUTHORITY SETTING THE REGULAR MEETING SCHEDULE FOR CALENDAR YEAR 2016

Meetings can be called for emergencies and to vote on important issues that become emergent from time to time.

**Motion:** Barbara Brunetti moved to adopt resolution no. 2015-022 the Board of Directors Regular Meeting Schedule for 2016; Sanjay Mahajan, second; the motion passed unanimously.

**Resolution No. 2015-023** A RESOLUTION OF THE BOARD OF DIRECTORS OF THE SEATTLE SOUTHSIDE REGIONAL TOURISM AUTHORITY AUTHORIZING PARTICIPATION IN THE WASHINGTON STATE DEPARTMENT OF RETIREMENT SYSTEMS, DEFERRED COMPENSATION PROGRAM

**Motion:**

Frank Welton moved to approve Resolution no. 2015-023 authorizing participation in the Washington State Department of Retirement Systems, Deferred Compensation Program; Dave Sullivan, second; the motion passed unanimously.

**Selection of Board Members for Terms Ending Dec. 31, 2015** - Sanjay Mahajan, Vice Chair, and David Sullivan, Co-Chair of the Marketing & Sales Board Advisory Committee.

**Motion: M2015-001**

Frank Welton moved to nominate Sanjay Mahajan and David Sullivan to three year terms on the Board commencing January 1, 2016, and ending December 31, 2018; Barry Baxter, second. The motion passed unanimously.

**Selection of Board Officers**

Current Officers are Maureen Huffman, Chair; Sanjay Mahajan, Vice Chair; David Sullivan, Secretary; Barbara Brunetti, Treasurer

**Motion: M2015-002**

Frank Welton moved to elect Maureen Huffman, chair; Sanjay Mahajan, vice chair; David Sullivan, secretary; and, Barbara Brunetti, treasurer; second by Barbara Brunetti. The motion passed unanimously.

**Purchase Office Furniture**

**Motion: M2015-003**

David Sullivan moved to authorize the chief executive officer to purchase new office furniture through complete office furniture in an amount that will exceed the CEO's \$50,000 approved purchasing authority. All furniture purchased through Complete Office Furniture and other new office equipment from various vendors for the new office space will not exceed in total \$100,000 as was board approved within the 2015 budget; second by Barbara Brunetti. The motion passed 6-0.

**Transfer of SSVS Assets Agreement**

**Motion:** Ken Stockdale moved to authorize the Chief Executive Officer to work with Pacifica Law Group and the City of SeaTac to execute a transfer of SSVS assets agreement with the City of Tukwila to the Seattle Southside Regional Tourism Authority; second, Sanjay Mahajan. The motion passed, 6-0.

**Other Business** – There being no other business to come before the Board, the next regular meeting will take place on November 12, 2015. Location: 3100 S 176<sup>th</sup> St., SeaTac, WA 98188 (Suite 200 if SSRTA Conference Room construction is complete).

**Adjournment:** All calendar holds for a special meeting on Oct. 29, 2015, are cancelled. The meeting was adjourned at 3:47 p.m.