

**Joint Sales & Marketing Board Advisory Committee & Board of Directors
Special Meeting/Study Session**

MINUTES

December 10, 2015

Dollar Rent-a-Car Board Room
3100 S. 176th St. SeaTac, WA 98188

3:00 p.m. – Call to Order – *Board Chair*

1. Introductions

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

Staff: Katherine Kertzman, President & CEO Director, SSRTA; Sandy Paul, Interim Executive Assistant; Ashley Comar, Marketing & Communications Manager; and Meagan McGuire, Business Development Manager.

Guests: Staff at GreenRubino, Inc.; members from the Sales and Marketing Board Advisory Committee: Mike Bush, Scosh Creative; Owen Leinbach, Southcenter Marriott Courtyard; Peter Philips, Philips Publishing; Raquel Wheeler, Radisson Seattle Airport; Jeff Newhall, Cascade e-Commerce Solutions, Inc.

2. Chamber Partnership Program

Following discussion, it was concluded that as SSVS transitions to SSRTA, the forward-moving combined energy is too powerful not to grab onto and be propelled forward. Marketing will subsequently be accomplished together rather than separately. As the Chamber introduced new leadership, the time for partnership could not be better. Working together instead of ‘rowing against each other’ would ultimately be the most productive. The Board and Marketing Advisory Committee discussed the need for a new and different marketing strategy, listing the pros and cons.

3. Strategic Plan Framework

GreenRubino presented its Strategic Planning Approach ‘Line of Sight’:

Promise: The unique and compelling visitor value

Strategies: Areas of focus that will achieve the promise

Actions: What will be done to achieve strategies

Stakeholders: Keeping the promise and telling others

Visitors: Those who experience how SSRTA is keeping its promise

The framework strategic elements include the following:

SWOT analysis Our reality (strengths, weaknesses, opportunities, threats)

Promise to visitors What can visitors expect?

The big vision The big picture to 2020

Strategic focus areas Three, four or five areas of focus and attention (organizational priorities)

Action Plans
Metrics

Actions by strategic focus area and priority (Who will develop; funding)
Key performance indicators/what to measure

2. Major Marketing Initiatives

Phase I Marketing objectives continue with a transitional ad campaign to maintain market presence during shoulder seasons showcasing Seattle Southside as the home base for travelers to the Seattle area by driving traffic to the website and social media, increasing downloads of the travel guide and increasing lengths of stay for travelers and meeting/group attendees.

a. Media Objectives

The target audience is leisure travelers to Seattle, and meeting planners and group leaders primarily in the 13 western states and western Canada and hub cities with direct flights to SeaTac Airport. Additionally, meeting planners in North America, Asia, and Europe will be targeted. The objective is to increase revenue in the 'off' or 'shoulder' season (October to April) and drive traffic (revenue) into the peak summer season by providing advertising continuity to maintain market visibility with key target groups.

b. Strategies

Media strategies include meeting planners and groups and individual travelers; connecting target audiences who are the decision makers in meeting planning, trade shows, exhibit and convention planning in corporations, SMERF (social, military, educational, religious, and fraternal groups), government and independent planners and the travel trade industry through banners, content-driven e-newsletters and industry websites; event management services; build awareness through heavy frequency.

Selected media include: MeetingsNet.com; Reunion Friendly Network; MPI (Meetings Professionals International); American Meetings, Inc.; Society of Government Meeting Professionals (SGMP); National Tours Association (NTA); Successful Meetings, Meetings & Conventions. For travelers, the strategy is to connect with the target audience through digital and mobile display, digital radio, social media and print such as in-flight/travel related print.

c. Sales Missions – *Meagan McGuire*

	BUDGET ESTIMATE
Small-Medium Sized Meetings Market	\$20,360
Sports Market	\$16,245
Associations Market	\$15,900
Military Reunion Market	\$15,749
Tour and Travel Market	\$15,645
Religious Market	\$ 4,950
GRAND TOTAL	\$88,849

3. Establish Meeting Schedule – *Committee Co-Chairs*

Regular meetings will be set at a future time. Without a full complement of committee members, no business can take place.

4. Adjournment

There being no further business to come before the Board and Committee, the meeting was adjourned at 4:11 p.m.