

Board of Directors Meeting

MINUTES

January 14, 2016

Dollar Rent-a-Car Board Room

3100 S. 176th St. SeaTac, WA 98188

The meeting was called to order at 3:03 p.m. by Board Chair, Maureen Huffman.

Present were Maureen Huffman, Sanjay Mahajan, David Sullivan, Barry Baxter, Frank Welton and Ken Stockdale. Barbara Brunetti was absent.

Staff: Katherine Kertzman, President & CEO Director, SSRTA; Sandy Paul, Interim Executive Assistant; Ashley Comar, Vice President of Marketing & Communications; and Meagan McGuire, Vice President of Sales & Services.

Guests: Deanna Gregory, Pacifica Law Group; Jeff Robinson, City of SeaTac Economic Development Manager; Brandon Miles, City of Tukwila, Business Relations Manager.

Approve/Amend Agenda

The agenda was amended to add the motion under President's Action Items, AUTHORIZE PRESIDENT/CEO TO WORK WITH PACIFICA LAW GROUP TO EXECUTE A CONTRACT WITH SEATTLE SOUTHSIDE REGIONAL TOURISM AUTHORITY FOR SHUTTLE SERVICES FROM SEATAC HOTELS TO WESTFIELD SOUTHCENTER, to the agenda. Motion to approve the agenda from Ken Stockdale, second by Sanjay Mahajan. Motion was approved.

Approve November 12, 2015 Minutes; December 10, 2015 Minutes

Sanjay Mahajan moved to approve the minutes as amended; Frank Welton, second. The motion passed unanimously.

Call for General Public Comment

There was no public comment.

President's Report

Hiring Process—Update

All position offers have gone out to successful applicants. Autumn Lingle will replace Sandy Paul as Executive Assistant; Jene Santos was hired from Buca di Beppo as Sales Manager; Brenda Rolph will

join SSRTA in Finance; Noelle Cueto was hired as Partnership Services Coordinator; Sherri Scott from Museum of Flight will become the Graphic Designs Director; Nick Tolley is from the Snoqualmie Casino; Shawn Woods from Embassy Suites; plus, five others that will become part-time concierges.

Westfield Visitor Center Lease—Update

Westfield Visitor Center Lease will soon expire and a new one will be negotiated. That expense is paid out of lodging tax as well as costs of the shuttle.

Co-destination Brand Agreement—Update

The Chamber is excited about cobranding with SSRTA. Their new CEO is visionary and wishes to create an improved and more cohesive identity for the region, which will be destination branded as Seattle Southside by both the RTA and Chamber.

Transfer of Assets Agreement - Update

The Transfer of Asssets Agreement is close to finalization. Presentation to the City of Tukwila Finance & Safety Committee was tentatively scheduled Jan. 20th, but a few remaining sticking points still need to be ironed out so the presentation will occur at a later date to be determined.

SSRTA Sales & Marketing Advisory Committee Report— Interim Marketing Initiatives and Budget

The Marketing Initiatives referred to are agreements for Sales and Services as well as Marketing and Communications. Both rely heavily on media tools.

Recommended Motion: M2016-013

Frank Welton moved TO AUTHORIZE PRESIDENT/CEO TO EXECUTE PROPOSALS, INSERTIONS, ORDERS, AND INVOICES NECESSARY TO PERFORM THE MARKETING INITIATIVES AS PRESENTED IN ATTACHMENT A; second by David Sullivan. The motion passed unanimously.

Interim Sales Initiatives and Budget—

Megan reported on conferences and meetings to be attended as well as sponsored in 2016. All will be opportunities to promote Seattle Southside while learning new tools of the Destination Marketing trade. She talked about how organizations are not buying booths; they have adopted a format that looks like speed dating: appointments are made with attendees to have a short conversation and exchange information.

Recommended Motion: M2016-014

Frank Welton moved to authorize the President/CEO to execute travel, registrations, memberships, and invoices necessary to perform the sales initiatives as presented and to move to ratify the interim sales initiatives as presented in Attachment B; second by David Sullivan. The motion passed unanimously.

1. Chair's Action Items— (Maureen Huffman, Chair)

Westfield Lease Agreement—Motion M2015-011

Barry Baxter moved TO AUTHORIZE PRESIDENT/CEO TO EXECUTE A LEASE AGREEMENT WITH

WESTFIELD SOUTHCENTER FOR THE SATELLITE VISITOR CENTER AT WESTFIELD; Sanjay Mahajan, second. The motion passed unanimously.

Shuttle Contract—Motion M2015-011

CEO Kertzman extended the existing contract with Seattle Express for the interim time until a new permanent contract could be negotiated.

Sanjay Mahajan moved TO AUTHORIZE PRESIDENT/CEO TO WORK WITH PACIFICA LAW GROUP TO EXECUTE A CONTRACT WITH SEATTLE SOUTHSIDE REGIONAL TOURISM AUTHORITY FOR SHUTTLE SERVICES FROM SEATAC HOTELS TO WESTFIELD SOUTHCENTER; second by Ken Stockdale. The motion passed unanimously.

Destination Marketing Agreement with the Chamber – M2015-012

Ken Stockdale moved TO AUTHORIZE PRESIDENT/CEO TO EXECUTE A COBRANDING DESTINATION MARKETING AGREEMENT WITH THE CHAMBER; David Sullivan, second. The motion passed unanimously.

2. Financial Reports – Motion M2015001

a. RTA Auditing Official’s Certificate Attachment C

David Sullivan moved TO APPROVE THE AUDITING OFFICIAL’S CERTIFICATE; second by Barry Baxter. The motion passed unanimously.

b. Review RTA Budget vs Actuals YTD June-Nov 2015 Attachment D

CEO Kertzman asked if there were any questions. Hearing none, she moved on.

c. Review RTA Budget vs Actuals Percentages YTD June-Nov 2015 Attachment E

CEO Kertzman explained collections are close to projections and within 1%. Boardmembers suggested SHE might like to do THEIR projections since she was so close on hers.

3. Adjournment

There being no further business, the meeting was adjourned at 3:56 p.m.
Moved by Barry Baxter; second by David Sullivan; motion was approved.

