

**Board of Directors Meeting**  
**MINUTES**  
March 10, 2016  
3100 S. 176<sup>th</sup> St., SeaTac, WA 98188  
RTA Board Room

**Call to Order**

Chair Huffman called the meeting to order at 3:10 P.M.

**Roll Call**

Board members present:

Maureen Huffman, David Sullivan, Barry Baxter, Barbara Brunetti and Ken Stockdale.

Board members Sanjay Mahajan and Frank Welton were absent.

**Motion** was made by Board member Baxter to excuse Board members Sanjay Mahajan and Frank Welton; seconded by Board member Sullivan. Passed unanimously.

Staff present:

Katherine Kertzman, President & CEO Director, SSRTA; Brenda Rolph, Vice President of Finance; Autumn Lingle, Board Clerk.

Guest Presenters:

Lynn Parker, GreenRubino Principal Strategist; Jacob Vargas, GreenRubino Account Manager.

Guests:

Jeff Robinson, City of SeaTac Economic Development Manager; Brandon Miles, City of Tukwila, Business Relations Manager.

**Introductions**

Katherine Kertzman, President/CEO introduced new staff members: Vice President of Finance Brenda Rolph and Executive Assistant/Board Clerk/Public Records Manager Autumn Lingle; Guest Presenters: Lynn Parker, GreenRubino Principal Strategist; Jacob Vargas, GreenRubino Account Manager.

The agenda was amended to omit Policy #008-2016 Authorizing Purchase Orders, from Resolution No. 2016-028.

**Motion** was made by Board member Sullivan to approve amended agenda; seconded by Board member Brunetti. Passed unanimously.

## **Approve January 16, 2016, Minutes**

**Motion** was made by Board member Baxter to approve January 16, 2016 minutes as amended; seconded by Board member Brunetti. Passed unanimously.

## **Public Comments**

There were no public comments.

## **Sales & Marketing Board Advisory Committee – Ken Stockdale and David Sullivan, Co-Chairs**

Strategic Plan Update was provided by GreenRubino Principal Strategist Lynn Parker and Jacob Vargas, GreenRubino Account Manager. Topics presented:

- The Goal of Strategic Planning
- Strategic Planning Approach
- Current Status
- Research Methodology
- Strengths
- Weaknesses
- Threats
- Opportunities
- Recommendations
- Brand Promises
- Next Steps

## **Financial Report**

President/CEO Kertzman discussed the Auditing Official's Certificate for January and February 2016

**Motion-M2016-020** made by Board member Stockdale to approve the Auditing Official's Certificate (claim checks and electronic payments) for January and February 2016, (check number 2099 through 2139 in the amount of \$186,437.57, check numbers 6824 through 6861 in the amount of \$170,764.67 and electronic payments for payroll and banking service fees for the dates January 1, 2016 through February 29, 2016 in the amount of \$77,389.15); seconded by Board member Sullivan. Passed unanimously.

President/CEO Kertzman briefed the Board on the following documents:

- a. Budget vs. Actuals year end 2015
- b. Budget vs. Actuals for January and February 2016

Vice President of Finance Rolph clarified questions regarding the financial documents and processes.

## **Board Action Items**

- a. **Resolution No. 2016-027 Approving Sales & Marketing Board Advisory Committee.**

**Motion-M2016-021** was made by Board member Sullivan to approve Resolution No. 2016-027; increasing the number of committee members on the Sales & Marketing Board Advisory Committee; seconded by Board member Stockdale. Passed unanimously.

**b. New Sales & Marketing Board Advisory Committee Appointments**

- I. Jill Andrews - Certified Folders, Discover Burien
- II. Linda Botts - Crowne Plaza
- III. Patti Denny - Port of Seattle

**Motion – M2016-022** was made by Board member Sullivan to approve new Sales & Marketing Board Advisory Committee Appointments, Jill Andrews, Linda Botts and Patti Denny; seconded by Board member Stockdale. Passed Unanimously.

**c. Resolution No. 2016-028 Approving Expenses for Departmental Meetings Policy #009-2016, Travel Expenses While On RTA Business Policy #10-2016, Change and Petty Cash Fund Policy #011-2016**

**Motion – M2016-023** was made by Board member Baxter to approve Resolution No. 2016-028, Expenses for Departmental Meeting Policy #009-2016, Travel Expenses While On RTA Business Policy #10-2016, and Change and Petty Cash Fund Policy #011-2016; seconded by Board member Brunetti.  
Passed unanimously.

**d. Resolution No. 2016-029 Approving Bank Deposits No Less Than Once a Week**

**Motion – M2016-024** was made by Board member Sullivan to approve Resolution No. 2016-029, Approving Bank Deposits No Less Than Once a Week; seconded by Board member Baxter. Passed unanimously.

**e. Resolution No. 2016-030 Approving Issuance of Checks and Electronic Fund Transfers (EFTs) Before Approval by Board of Directors'**

**Motion – M2016-025** was made by Board member Baxter to approve Resolution No. 2016-030 Issuance of Checks and Electronic Fund Transfers (EFTs) Before Approval by Board of Directors; seconded by Board member Brunetti. Passed unanimously.

**f. Resolution No. 2016-031 Approving Support of the Employee Wellness Program**

**Motion – M2016-026** was made by Board member Stockdale to approve Resolution No. 2016-031 The Support of the Employee Wellness Program; seconded by Board member Brunetti.  
Passed unanimously.

**President's Report**

Katherine Kertzman, President/CEO apprised Board members on the following items:

- Co-destination Branding "Strategic Alliance Agreement" with the Chamber of Commerce
- Westfield Visitor Center Lease & Shuttle Services Agreement Amended
- Transfer of Assets Agreement

Informational materials were distributed on the two items below:

- Tourism Symposium - May 17<sup>th</sup>, 3:45 pm to 6:30 pm, Four Points by Sheraton featuring Bill Geist
- Dean Runyan Travel Impacts Press Release

Discussion of Board Appointments and Applicants:

- Bill Murray, General Manager, Four Points by Sheraton Hotel, Des Moines
- Tim George, Assistant City Attorney, City of Des Moines, was stricken due to RTA's Charter Article VII Section 1 "no member of the Board may be an official or employee of a city nor hold any elected or appointive public office (city or otherwise during his or her term on the Board)."

**Motion -2016-027** was made by Board member Baxter to approve appointment of Bill Murray, General Manager, Four Points by Sheraton Hotel, to the SSRTA Board of Directors; seconded by Board member Brunetti. Passed unanimously.

**Next Meeting Date**

Thursday, May 12, 2016 at 3:00 p.m.

**Adjournment**

The meeting was adjourned at 4:30 p.m.

Respectfully Submitted,  
Autumn Lingle  
Board Clerk