

Board of Directors Regular Meeting

Minutes

May 12, 2016

3100 S. 176th St., SeaTac, WA 98188

RTA Board Room

Call to Order

Chair Huffman called the meeting to order at 3:05 P.M.

Board Members present:

Maureen Huffman, David Sullivan, Sanjay Mahajan and Ken Stockdale. Board Members Bill Murray and Frank Welton were absent.

Staff present:

Katherine Kertzman, President & CEO; Brenda Rolph, Chief Financial Officer; Ashley Comar, Vice President of Destination Marketing & Communications; Meagan McGuire, Vice President of Sales & Services; Autumn Lingle, Operations Administrator.

Guest Presenters:

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

Guests:

Jeff Robinson, City of SeaTac Acting Economic Development Director; Linda Botts, Crowne Plaza Director of Sales; Patrice Thorell, City of Des Moines Park & Recreation Director; and Brea Stevens, GreenRubino Account Manager.

Board Member Updates

Barry Baxter, General Manager of Home2 Suites Tukwila, resigned due to relocation. Bill Murray, General Manager of Four Points Sheraton Des Moines, has been appointed to the Board.

MOTION: was made by Board Member Mahajan to approve agenda; seconded by Board Member Stockdale. Passed unanimously.

Approve Amended Minutes of November 12, 2015 and January 14, 2016 Board Meetings

MOTION: was made by Board Member Mahajan to approve amended minutes of November 12, 2015, and January 14, 2016; seconded by Board Member Sullivan. Passed unanimously.

Approve Minutes of March 10, 2016 Board Meeting

MOTION: was made by Board Member Sullivan to approve March 10, 2016 minutes; seconded by Board Member Stockdale. Passed unanimously.

Sales & Marketing Committee – Co-chairs David Sullivan and Ken Stockdale

President/CEO Kertzman announced the newest Sales & Marketing Board Advisory Committee Members; Jill Andrews, Linda Botts and Patti Denny. Linda Botts took the oath and was presented with a certificate. Ms. Andrews and Ms. Denny were unable to attend.

GreenRubino Strategic Plan Presentation

GreenRubino staff presented the 2020 Seattle Southside Regional Tourism Authority Strategic Plan Promise to the Board of Directors. Discussion ensued on the topics below:

- May 17th Travel Symposium at Four Points Sheraton, Des Moines
- Goals
- Heads in Beds
- Increasing “Shoulder Season” Tourism
- Growing ROI
- Effective Marketing
- Research
- Building Processes
- Deliver on “Promise”
- Implementation
- Measurements
- Plan Criteria
 - Create Value
 - Brand Building
 - Engage Tourists Along with Locals
- Market Action Plan

MOTION 2016-028: was made by Board Member Huffman to approve the Destination 2020 Seattle Southside Regional Tourism Authority Strategic Plan Promise, Five Strategies and Next Steps; seconded by Board Member Sullivan. Passed unanimously.

Financial Report

a. 2015 Annual Financial Report (unaudited).

Chief Financial Officer (CFO) Rolph provided a narrative to the Board regarding the 2015 Annual Financial Report (unaudited).

MOTION 2016-029: was made by Board member Mahajan to authorize RTA staff to forward report to RTA partner cities; seconded by Board member Sullivan. Passed unanimously.

b. Budget vs. Actuals for March and April 2016.

CFO Rolph summarized and answered questions about the Budget vs. Actuals for March and April 2016.

c. Auditing Official's Certificate for March and April 2016

MOTION 2016-030: was made by Board member Sullivan to approve the Auditing Official's Certificate (claim checks and electronic payments) for March and April 2016. Check numbers 6862 through 6973 in the amount of \$556,126.17. Electronic payments for payroll for the dates of March 1, 2016 through April 30, 2016 in the amount of \$140,372.44; seconded by Board member Stockdale. Passed unanimously.

Board Actions

a. Board Policy & Procedure, BPP #009-2016 Business Expenses

President/CEO Kertzman provided a brief of the Business Expenses Policy and Procedure.

MOTION 2016-031: was made by Board Member Mahajan to approve Board Policy & Procedure #009-2016, Approving Business Expenses; seconded by Board Member Sullivan. Passed unanimously.

b. Simpleview 3-Year Contract

President/CEO Kertzman clarified details on the Simpleview 3-year contract.

MOTION 2016-032: was made by Board Member Mahajan to authorize President/CEO to work with Pacifica Law Group to approve a three-year contract with Simpleview; seconded by Board Member Stockdale. Passed unanimously.

c. Employee Receives Door Prize Valued Over \$200*

President/CEO Kertzman noted that an employee had won a prize at a tourism function valued over \$200, making it essential to clarify policy and procedure on gifts/prizes received by staff.

**Per Code of Ethics Policy & Procedure #002-2016, Business Conduct, Section 12.5*

"We will not accept gifts, meals or entertainment, or any other favor, from customers or suppliers if doing so might compromise, or appear to compromise, our ability to make objective business decisions in the best interest of SSRTA. Employees may accept occasional meals and entertainment from business associates, partners, customers or suppliers if the event is attended by the customer or supplier, the costs involved are in line with local custom for business-related meals and entertainment and are intended for the purpose of familiarizing staff with the many attractions, entertainment and tourism venues in the region. For example, ordinary business meals, attendance at local sporting events, and admission to tour area attractions generally are acceptable. A gift exceeding a combined value of over \$200.00 requires prior Board Approval."

MOTION 2016-033: was made by Board Member Sullivan to authorize item be used as a door prize at the May 17, 2016 Seattle Southside Tourism Symposium; seconded by Board Member Mahajan. Passed unanimously.

President's Report

CEO/President Kertzman updated the Board on the following projects

- a.** Draft Personnel Handbook -- Fall completion probable
- b.** Computer Use EPP#006-2016 -- Explanation of the policy
- c.** President/CEO Budget Authority EPP#007-2016 -- Discussed the reasons for this policy
- d.** Partnership Development EPP#008-2016—Clarified policy and forms

- e. Corporate Sponsorship EPP#012-2016—Briefed Board on policy
- f. Leave Without Pay EPP#013-2016—Vital to address staff needs
- g. Board Meeting Schedule—Board prefers to stay with the current six meetings a year

Next Meeting Date

Thursday, July 14, 2016

Adjournment

The meeting was adjourned at 4:35 p.m.

Respectfully Submitted,
Autumn Lingle
Board Clerk