

Board of Directors Special Meeting
MINUTES
August 11, 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, Ken Stockdale.

Staff present:

Katherine Kertzman, CEO/President; Ashley Comar, Vice President of Destination Marketing & Communication; Meagan McGuire, Vice President of Sales & Services; Kristina Thorne, Sports Sales Development; Autumn Lingle, Operations Administrator.

Guest Presenters:

GreenRubino Account Managers, Jacob Vargas, Brea Stevens, and Mary Lacoste.

Guests:

Jeff Robinson, City of SeaTac Acting Economic Development Director and Brandon Miles, City of Tukwila, Economic Development Liaison.

Approve the Agenda

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

Presentation of Consent Agenda – Maureen Huffman, Board Chair

- A. Approval of minutes from the July 20, 2016 Special Board Meeting

MOTION: was made by Board Member Sullivan to approve Consent Agenda Item A; seconded by Board Member Stockdale. Passed unanimously.

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

- A. **Marketing Campaign Creative Concepts – GreenRubino Presentation & Discussion**

MOTION: #2016-043: was made by Board Member Sullivan to pursue A-B testing for the proposed Seattle Southside's Backyard and Souther Ad campaigns prior to making the final creative decision. Results to be presented at the September Board meeting; seconded by Board Member Stockdale. Passed unanimously.

President's Report –Katherine Kertzman, President/CEO

- A. Seattle Southside Chamber of Commerce
President /CEO Kertzman reviewed SSRTA's connection with Seattle Southside Chamber of Commerce

- B.** Burien Economic Development Commission
President /CEO Kertzman noted the City of Burien expressed an interest in partnering with the SSRTA. Further discussion will ensue.
- C.** Business Development/Partnership Engagement
President /CEO Kertzman stated it was an ideal time to bring on a Business Development Manager
- D.** Sports Development Committee
President /CEO Kertzman provided an overall view of the Sports Development Committee

Board Appointments – Maureen Huffman, Board Chair

Action Items:

A. Recommend Filling Vacant Positions

Board Position 5 Vacated by Barbara Brunetti Ending Dec. 31, 2017 – Tiffany Hart

Board Position 7 Vacated by Frank Welton Ending Dec. 31, 2017 – Greg Campbell

MOTION: #2016-044: was made by Board Member Sullivan to approve filling vacant positions; seconded by Board Member Stockdale. Passed unanimously.

B. Recommend for Confirmation by City of SeaTac Council

Successive Three-Year Term for Board Position 3 Ending Dec. 31, 2019 – Bill Murray

Successive Three-Year Term for Board Position 4 Ending Dec. 31, 2019 – David Sullivan

Add Position 8 Term Ending Dec. 31, 2019 – Tracy Harms

Add Position 9 Term Ending Dec. 31, 2020 – Jill Andrews

MOTION: #2016-045: was made by Board Member Sullivan to approve for Confirmation by City of SeaTac Council; seconded by Board Member Stockdale. Passed unanimously.

B. Elect Board Treasurer – Moved to September 9, 2016 Regular Board Meeting

C. Elect Co-Chairs of the Sports Development Board Advisory Committee

MOTION: #2016-046: was made by Board Member Sullivan to approve Board Members Stockdale and Mahajan as Co-Chairs of the sports Development Board Advisory Committee; seconded by Board Member Stockdale. Passed unanimously.

Next Meeting Dates

September 15, 2016 Regular Meeting

October 13, 2016, Regular Meeting

Hold November 10, 2016, Special Meeting

Hold December 8th, 2016, Special Meeting

Adjournment

The meeting was adjourned at 4:52 p.m.

Respectfully Submitted,
Autumn Lingle
Board Clerk