

Board of Directors Regular Meeting
MINUTES
September 15, 2016
3100 S. 176th St., SeaTac, WA 98188
RTA Board Room

Call to Order

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

Board Members present:

Jill Andrews, Greg Campbell, Tracy Harms, Tiffany Hart, Sanjay Mahajan, Bill Murray, David Sullivan and Ken Stockdale.

MOTION: Motion was made by Board Member Hart to excuse Maureen Huffman's absence; seconded by Board Member Campbell. Passed Unanimously.

Staff present:

Katherine Kertzman, CEO/President; Brenda Rolph, CFO; Ashley Comar, VP of Marketing & Communications (MarCom); Meagan McGuire, VP of Sales & Services; Lisa Schwartz, Destination Development Manager; Kristina Thorne, Sports Sales Development; Autumn Lingle, Operations Administrator

Guests:

GreenRubino Staff: Lynn Parker, Kimanh Moreau, Jacob Vargas, Brea Stevens, Mary Lacoste

Port of Seattle Staff: Patti Denny, Ron Peck

Scosh Creative: Mike Bush

Philips Publishing: Peter Philips

City of SeaTac: Jeff Robinson

Introductions New Board & Staff Members

CEO/President Kertzman introduced new Seattle Southside RTA staff member Lisa Schwartz, Destination Development Manager

Approve/Amend Agenda

MOTION: Motion was made by Board Member Andrews amending the agenda, reversing items 5 and 6; seconded by Board Member Murray. Passed unanimously.

Call for Public Comment

Jeff Robinson, City of SeaTac Economic Development Director

- City of SeaTac is studying amending the parking tax pending further analysis

Presentation of Consent Agenda

- A. Item 1: Approval of Minutes from the August 11, 2016 Regular Board Meeting
Item 2: Approval of Auditing Official's Certificate for July and August 2016
(Claim checks and electronic payments for July and August 2016. Check numbers 7073 through 7149 in the amount of \$406,699.43. Electronic payments for payroll for the dates of July 1, 2016 through August 31, 2016 in the amount of \$140,257.87.)
MOTION: Motion was made by Board Member Hart to approve Consent Agenda Items 1 through 2; seconded by Board Member Stockdale. Passed unanimously.

Sales & Marketing Committee

- A. **Distribute Finalized Strategic Plan 2016-2021**
Ashley Comar, VP of MarCom, distributed the finalized Strategic Plan 2016-2021
- B. **Campaign Creative Concepts A-B Testing Results**
Lynn Parker of GreenRubino provided a presentation on the A-B focus group testing results. Out of the three concepts "Backyard" was the most popular.
MOTION: #2016-047 was made by Board Member Murray to approve creative direction from the focus group study; seconded by Board Member Stockdale. Passed unanimously.
- C. **Fourth Quarter Media Plan**
Ashley Comar, VP of MarCom and Mary Lacoste, GreenRubino, discussed the presentation regarding the Fourth Quarter Media Plan.
MOTION: #2016-048 was made by Board Member Andrews to approve Fourth Quarter Media Plan including the following items over \$50,000, Managed DP (Meeting Planner, Leisure Traveler), Pandora Digital Radio and Seattle Seahawks Radio Network; seconded by Board Member Harms. Passed unanimously.
- D. **Website Development Proposal**
Ashley Comar, VP of MarCom, explained the redirecting of existing media buy to web development with GreenRubino. Meagan McGuire, VP of Sales & Services, mentioned 2017 Q1 as the deadline of extranet to be up and running and that training will be available. Kimanh Moreau, GreenRubino, gave a summary of the process.
MOTION: #2016-049 was made by Board Member Hart to approve to redirect existing media buy to web development proposal for \$100,975 with GreenRubino; seconded by Board Member Stockdale. Passed unanimously.
- Katherine Kertzman, CEO/President, discussed the reasons to partner with Pacific Law Group to review and sign the Simpleview contract.
MOTION: #2016-050 was made by Board Member Sullivan to approve CEO/President to work with Pacifica Law Group to review and sign Simpleview contract for \$79,800, with a not to exceed \$100,000 limit for potential contract change orders; seconded by Board Member Andrews. Passed unanimously.

Financial Report

Brenda Rolph, Chief Financial Officer, provided information regarding the topics below,

- A. Budget vs. Actuals through August 2016

B. TPA Revenues and Occupancy Year to Date

Board Actions Items

A. Elect Board Treasurer

MOTION: #2016-051 was made by Board Member Sullivan to approve Board Member Tracy Harms as Board Treasurer; seconded by Board Member Andrews. Passed unanimously.

B. Setting a Minimum Net Position Reserve – Resolution No. 2016-036

MOTION: #2016-052 was made by Board Member Stockdale to approve Resolution No. 2016 – 036, establishing a Minimum Net Position Reserve; seconded by Board Member Sullivan. Passed Unanimously.

C. Setting Regular Meeting Schedule for 2017 – Resolution No. 2016-037

MOTION: #2016-053 was made by Board Member Andrews to approve Resolution No. 2016-037, Setting Regular Meeting Schedule for 2017; seconded by Board Member Hart. Passed unanimously.

D. Sports Development Committee Appointments – Resolution No. 2016-038

Staff Recommended Positions

- Board Position 1 – Lawrence Ellis
- Board Position 2 – Marlus Francis
- Board Position 3 – JD Hill
- Board Position 4 – Carletta McKinney Castro
- Board Position 5 – Ben Oliver
- Board Position 6 – Ron Peck
- Board Position 7 – Anne Santistevan Daley
- Board Position 8 – Rick Scott
- Board Position 9 – Rich Rime

MOTION: #2016-054 was made by Board Member Sullivan to approve the current candidates for the Sports Development Committee; seconded by Board Member Stockdale. Passed unanimously.

MOTION: #2016-055 was made by Board Member Hart to approve Resolution No. 2016-038, amending Resolution No. 2016-033, Designating a Sports Development Board Advisory Committee, to increase the number of Committee Members to not exceed 15; seconded by Board Member Andrews. Passed unanimously.

President’s Report

Katherine Kertzman, CEO/President, provided updates on the following topics,

- A.** 2017 Lodging Tax Application Updates included the funding status of the Cities of Des Moines and SeaTac

- B.** Budget Presentation to SeaTac City Council October 25, 5:00 p.m., SeaTac City Hall, scheduled on Consent Agenda November 8, 7:00 p.m. Board Members Greg Campbell and Ken Stockdale will attend along with Katherine Kertzman, CEO/President and Brenda Rolph, CFO.

General Announcements:

- Meagan McGuire, VP of Sales & Services, spoke on the Sound Transit Angle Lake Station Opening Celebration, Saturday, September 24 from 11 a.m.-2 p.m., in the station plaza that will include entertainment, refreshments and other activities. The SSRTA will host a table at the celebration.
- She also stated that the RTA was now selling Sound Transit Tickets and they are not required to be date stamped
- In addition, she noted that the Sales and Marketing e-newsletter was kicked off with the September edition
- Ashley Comar, VP of MarCom, said that a trademark has been filed for the new version of the SSRTA Compass logo

Next Meeting Date

October 13, 2016, Regular Meeting

December 8, 2016, Special Meeting

Adjournment

MOTION: was made by Board Member Sullivan to adjourn the meeting at 4:24 p.m.; seconded by Board Member Campbell. Passed unanimously.

Respectfully submitted,
Autumn Lingle
Operations Administrator