



**Board of Directors Regular Meeting**  
**MINUTES - Revised**  
January 12, 2017  
3100 S. 176<sup>th</sup> St., SeaTac, WA 98188  
RTA Board Room

**Call to Order**

Chair Maureen Huffman called the meeting to order at 3:05 p.m.

**Roll Call**

**Board Members:** Tiffany Hart, Marriott; Maureen Huffman, Embassy Suites; Sanjay Mahajan, Radisson; Bill Murray, Four Points Sheraton; Ken Stockdale, Crowne Plaza; David Sullivan, Cedarbrook Lodge. Tracy Harms, DoubleTree and Jill Andrews, Certified Folder. Greg Campbell has resigned due to a career change.

**MOTION:** was made by Board Member Sullivan to excuse Board Member Jill Andrews from the October 13 Regular Meeting; seconded by Board Member Murray. Passed unanimously.

**Staff:** Katherine Kertzman, President/CEO; Brenda Rolph, Chief Financial Officer; Ashley Comar, Vice President of Marketing & Communication; Meagan McGuire, Vice President of Sales & Services; Lisa Schwartz, Destination Development Manager; Autumn Lingle, Operations Administrator.

**Guests:**

Jeff Robinson, City of SeaTac Acting Economic Development Director and Deanna Gregory, Pacifica Law Group attorney.

**Approve/Amend Agenda**

The Agenda was amended by Chair Huffman to move the Executive Session to the end of the meeting.

**Consent Agenda**

- Item 1: Approval of minutes from the October 13, 2016 Regular Board Meeting
- Item 2: Approval of Auditing Official's Certificate for October, November and December, 2016. (Claim checks and electronic payments for October, November and December, 2016. Check numbers 7198 through 7330 in the amount of \$1,138,206.35. Electronic payments for payroll for the dates of October 1, 2016 through December 31, 2016 in the amount of \$224,616.66.)
- Item 3: Resolution No. 2017-001, Declaring certain property as surplus and authorizing its disposal.

**MOTION: was made by Board Member Murray to approve Consent Agenda item 1 through 3; seconded by Board Member Stockdale. Passed unanimously.**

### **Financial Report**

CFO Rolph provided a financial update explaining revenues, expenditures and changes in net position. She further noted that the audit went smoothly and the final report is expected by the end of Jan. 2017. Staff anticipates receiving NO findings.

### **2017 Detailed Operating Budget**

President/CEO Kertzman gave a PowerPoint presentation regarding the operating budget. The presentation included a series of core organizational metrics by peer comparison through data drawn from a DMAI Financial Benchmark Study.

**MOTION #2017-001: was made by Board Member Hart to approve Resolution No. 2017-002, the Seattle Southside RTA 2017 Detailed Operating Budget; seconded by Board Member Stockdale. Passed unanimously.**

### **Sales & Marketing Committee**

Discussion of Seattle Southside RTA 2017 Workplan was led by Committee Co-Chair Sullivan.

**MOTION #2017-002: was made by Board Member Stockdale to approve Resolution No. 2017-003, Seattle Southside RTA 2017 Work Plan, Media Plan & Sales Plan; seconded by Board Member Sullivan. Passed unanimously.**

Approval of the following media expenditures within the RTA 2017 Media Plan that exceed the President/CEO signing authority of \$50,000:

- Managed DSP: \$205,000
- Adara: \$77,116
- Pandora: \$105,000
- AAA Journey: \$58,794
- Google (SEM): \$200,000

**MOTION #2017-003: was made by Board Member Murray to approve the RTA 2017 Media Plan expenditures on Addendum A of the 2017 workplan that exceed the President/CEO's signing authority of \$50,000; seconded by Board Member Andrews. Passed unanimously.**

Discussion of GreenRubino 2017 Statement of Work

Vice President of MarCom Comar, provided an explanation as to the monetary amount for the Green Rubino Statement of Work and that the website is due to launch in May 2017.

**MOTION #2017-004: was made by Board Member Mahajan to approve the 2017 GreenRubino Statement of Work, second year of the original 3-year contract #2015-018, in the amount of \$410,855 for GreenRubino Professional Services, \$1,005,640. for Media Plan Addendum A, and a not to exceed \$200,000 for 3<sup>rd</sup> party expenses for a total of \$1,616,495; seconded by Board Member Stockdale. Passed unanimously.**

Journal Graphics – Printing Visitors and Dining Guide

Vice President of MarCom Comar stated that efforts were made to find other vendors, but this is a sole source provider.

**MOTION #2017-005: was made by Board Member Sullivan to approve a contract with Journal Graphics to print the 2017 Visitors and Dining Guide for a total not to exceed amount of**

**\$80,000; seconded by Board Member Murray. Board Member Andrews abstained from voting due to conflict of interest. Passed 7-0-1.**

#### MarCom Update

Vice President of MarCom Comar gave an update to the Board. Topics included advertisements, Specific URL for tracking, video and use of banner ads.

#### Sales & Services Update

Vice President of Sales & Services McGuire noted that the Q4 Sales Meeting was attended by 20 Hoteliers. 2017 sales plan, Meeting Max and statistics were reviewed. An overview of Extranet and its benefits were summarized.

### **President's Report**

#### Pridestaff

President/CEO Kertzman noted the need and reasons for nonpermanent staff.

**MOTION #2017-006: was made by Board Member Mahajan to authorize President/CEO to execute a multi-year service agreement with Pridestaff in an amount not to exceed \$75,000 annually without Board approval; seconded by Board Member Stockdale. Passed unanimously.**

#### Simpleview Service Agreements

**MOTION #2017-007: was made by Board Member Andrews to authorize President/CEO to execute multiple service agreements with Simpleview, such as CRM, Web License, Dashboard and Training, not to exceed \$120,000 in 2017 without Board approval; seconded by Board Member Murray. Passed unanimously.**

#### Seattle Express

Vice President of Sales & Services McGuire stated that the service has a new owner and this is the first increase in seven years. There was mention of vehicle wrapping for marketing.

**MOTION #2017-008: was made by Board Member Sullivan to authorize President/CEO to execute a 12-month contract with the new ownership of Seattle Express in the increased amount of \$144,000; seconded by Board Member Stockdale. Passed unanimously.**

#### Destination Development Update

Destination Development Manager Lisa Schwartz gave an update of the Destination Development strategies and tactics with a PowerPoint.

### **Other Business**

Board Member Stockdale inquired as to when the 2017 Light Rail tickets would be available? Vice President of Sales & Services McGuire responded that Sound Transit stated they would arrive within the next week or two.

### **Executive Session**

Chair Huffman called an Executive Session at 4:15 pm to discuss RCW 42.30.110 (1)(g) to review the performance of a public employee. At 4:20pm it was extended 5 minutes. Executive Session

ended at 4:25 pm. All Board members present were in attendance along with Deanna Gregory, Pacifica Law Group attorney.

**MOTION was made by Board member Stockdale to approve a 7.5% bonus to the President/CEO under her current Employment Agreement; seconded by Board Member Mahajan. Passed unanimously.**

**Next Meeting Dates** (3:00pm-4:30pm, at the RTA Board Room)

March 9, 2017

May 11, 2017

July 12, 2017

September 14, 2017

October 12, 2017

**Adjournment**

Motion was made to adjourn at 4:30 pm, by Board Member Andrews; seconded by Board Member Mahajan. Passed unanimously.

Respectfully submitted,  
Autumn Lingle  
Operations Administrator