

**Board of Directors Regular Meeting**  
**MINUTES**  
March 9, 2017  
3100 S. 176<sup>th</sup> St., SeaTac, WA 98188  
RTA Board Room

**Call to Order**

Acting Chair David Sullivan called the meeting to order at 3:00 p.m.

**Roll Call**

**Board Members:** Tiffany Hart, Marriott: Ken Stockdale, Crowne Plaza: David Sullivan, Cedarbrook Lodge: Tracy Harms, DoubleTree: Jill Andrews, Certified Folder

**Absent:** Maureen Huffman, Embassy Suites: Sanjay Mahajan, Radisson: Bill Murray, Four Points Sheraton

**Staff:** Katherine Kertzman, President/CEO: Brenda Rolph, Chief Financial Officer: Ashley Comar, Vice President of Marketing & Communication: Lisa Schwartz, Destination Development Manager: Kristina Thorne, Sports Sales Development: Autumn Lingle, Operations Administrator

**Guests:** Jeff Robinson, City of SeaTac Acting Economic Development Director and Brandon Miles, Economic Development Liaison

**Approve/Amend Agenda**

**MOTION:** was made by Board Member Stockdale to approve the agenda, seconded by Board Member Andrews. Passed unanimously.

**Consent Agenda**

Item 1: Approval of minutes from the January 12, 2017, Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for January and February 2017

(Claim checks and electronic payments for January and February 2017. Check numbers 7331 through 7442 in the amount of \$701,456.35. Electronic payments for payroll for the dates of January 1, 2017 through February 28, 2017 in the amount of \$188,715.45.)

**MOTION:** was made by Board Member Andrews to approve Consent Agenda Items 1 through 2, seconded by Board Member Stockdale. Passed unanimously.

**Financial Reports**

Financial Update

CFO Brenda Rolph mentioned that the actual budget was less than a quarter off from the projected budget.

### Audit Report

CFO Rolph stated that the audit had no findings, but we have not yet received the final formal document from the State Auditor's Office (SAO). Future audits will include annual financial statements. Accountability, such as purchases, cash control, payroll, asset issue, etc. will be every three years, as requested.

### President's Report

Business Expense BPP #009A-2016 Revision 1 (Deleting Parking)

**MOTION #2017-009: was made by Board Member Hart to approve the Business Expense BPP #009A-2016 Revision 1, seconded by Board Member Harms. Passed unanimously.**

Legislative News: Eighth Week of the 2017 Session Tourism Bills

**MOTION #2017-010: was made by Board Member Andrews to support Tourism Bills, seconded by Board Member Stockdale. Passed unanimously.**

Paid Family Medical Leave (*This would be a temporary policy until such time the RTA may participate in a State family and medical leave insurance program*).

**MOTION #2017-011: was made by Board Member Andrews to direct the President/CEO to draft a Paid Family Medical Leave Resolution and Policy for consideration at the next Board meeting, seconded by Board Member Stockdale. Passed unanimously.**

### Return on Investment Calculation

President/CEO Kertzman explained the conversion study and translated the study data into relevant information. She stated that the study is available on request.

### Destination Marketing Association International (DMAI) Accreditation Update

President/CEO Kertzman provided an overview of the DMAI Accreditation process, noting that the RTA's goal is to submit its accreditation application this coming August.

### Marketing & Sales

#### Marketing

Vice President of Marketing & Communications Ashley Comar touched on the following topics:

- Benchmark study
  - goals
  - research methodology,
  - results
  - recommendations
- Dean Runyon Travel Impacts Report
- "Stay in Your Backyard" advertisements
- New website debut in May 2017.

#### Sales Update

Kristina Thorne Sport Sales Development, reported on:

- Sales staff conference attendance,
- Partnering with organizations for international exposure and
- Helmsbriscoe best practices training for hotel staff

- RTA is hosting two conferences this year
  - Reunion Friendly Network May 1-4 and
  - Spotlight on the Northwest in September

#### Sports Update

Kristina Thorne Sport Sales Development, gave an update on:

- RTA has secured two sporting events this year:
  - CrossFit competition May 13 at Starfire
  - Teen Masters Bowling event on September 23 and 24 at Acme Bowling, Billiards and Events
- RTA has signed an agreement with MeetingMax (an online hotel group reservation software system)
- She will be attending her first sports tradeshow of the year

#### Destination Development

Lisa Schwartz, Destination Development Manager provided an update on:

- Advertising sales for the Travel Planner, dining guide and regional Map
- Port of Seattle Grant submittal
- RTA will be creating a series of three 45 second Brand USA videos and one 30 second composite video
- Upcoming events include:
  - Collaborating with Destination Des Moines to create a program with Festival of Sail
  - Arts/Crafts show to be a part of the Des Moines Waterland Festival

#### Other Business

Seattle Southside Chamber of Commerce Luncheon at Embassy Suites on April 14, 11:30am – 1:00 pm.

#### Next Meeting Date

May 11, 2017

#### Adjournment

Acting Chair Sullivan adjourned the meeting at 4:20 pm.

Respectfully submitted,  
Autumn Lingle  
Operations Administrator