

Board of Directors Regular Meeting
MINUTES
May 11, 2017
3100 S. 176th St., SeaTac, WA 98188
RTA Board Room

Call to Order

Chair Maureen Huffman called the meeting to order at 3:02 p.m.

Roll Call

Board Chair Maureen Huffman, Embassy Suites; Board Members Tiffany Hart, Marriott; Ken Stockdale, Crowne Plaza; David Sullivan, Cedarbrook Lodge; Bill Murray, Four Points Sheraton Des Moines.

MOTION: Board Member Sullivan moved to excuse Board Members Andrews, Harms and Mahajan from the meeting, seconded by Board Member Murray. Passed unanimously.

Staff

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

Guests

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

Executive Session

An Executive Session was called at 3:03 pm for 10 minutes to review the performance of a public employee per RCW 42.30.110 (1)(g). It was extended at 3:13 pm for 5 minutes and again at 3:18 pm for 5 more minutes. It concluded at 3:23 pm.

Attendees: Chair Huffman, Board Members Hart, Stockdale, Sullivan and Murray, along with President/CEO Kertzman.

Approve/Amend Agenda

MOTION: was made by Board Member Stockdale to approve the Agenda, seconded by Board Member Murray. Passed unanimously.

Presentation of Consent Agenda

Item 1: Approval of minutes from the March 9, 2017, Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for March and April 2017

(Claim checks and electronic payments for March and April 2017. Check numbers 7443 through 7533 in the amount of \$536,042.35. Electronic payments for the dates of March 1, 2017 through April 30, 2017 in the amount of \$162,132.11.)

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

Financial Reports

CFO Rolph presented the Proforma Budget. Discussion and Q&A session followed.

President's Report

Resolution No. 2017-004, Paid Family and Medical Leave of Absence Policy.

MOTION #2017-012: was made by Board Member Stockdale to approve Resolution No. 2017-004, the RTA Paid Family and Medical Leave of Absence Policy, seconded by Board Member Hart. Passed unanimously.

Resolution No. 2017-005, Appointing the RTA's Agent Upon Whom Statutory Notices of Claims of Damages Must be Presented.

MOTION #2017-013: was made by Board Member Sullivan to approve Resolution No. 2017-005, appointing the RTA's Agent Upon Whom Statutory Notice of Claims of Damages Must be Presented, seconded by Board Member Murray. Passed unanimously.

Resolution No. 2017-006, Declaring an uncashed check as unclaimed property.

MOTION #2017-014: was made by Board Member Murray to approve Resolution No. 2017-006, Declaring uncashed check as unclaimed property, seconded by Board Member Sullivan. Passed unanimously.

Presentation of the RTA Personnel Manual Draft

President/CEO gave an overview of the Personnel Manual Draft to the Board Members

Annual Report Draft

MOTION #2017-015: was made by Board Member Hart to approve the Annual Report for publication, seconded by Board Member Stockdale. Passed unanimously.

Marketing Update

First quarter report was given by MarCom Vice President Comar along with the Station Domination Plan.

Topics included:

- Escalator Soffit Banners
- Banners at the Light Rail Stations
- Fence Banners
- Bike Lockers
- Elevator Panel
- Train Wrap
- Baggage Claim Screens
- Floor Graphics
- Twitter Engagement

- Instagram Facebook
- Media Impress
- Interactive Map
- Mid-June launch for New Website
- New Booking Engine
- Executive Summary

Amend the GreenRubino Contract for up to an additional \$15,000 for Design and Creative Production for the “station domination” summer marketing strategy.

MOTION #2017-016: was made by Board Member Hart to amend the GreenRubino Contract for up to an additional \$15,000 for Design and Creative Production for the “station domination” summer marketing strategy, seconded by Board Member Stockdale. Passed unanimously.

Sales Update

First quarter report was presented by Sales & Services Vice President McGuire.

Visitors Services:

- Bulk Light Rail Ticket Sale
- Concierge Training
- Community Events
- Discovery Pass Now Being Sold
- Visitor Center Coordinator Shawn Woods heading up the Washington State Chapter of the National Concierge Association, plus being on the Highline Hospitality Board of Advisors

Partner Services:

Partner Services Coordinator Noelle Cueto has been involved in the following

- Extranet Launch
- Partner Training
- Preparing Partners for New Website
- Seattle Southside FAM
- Conference Services

Meeting Sales:

- First Quarter Sales Outreach
- Partnership Opportunities
- Professional Goals for 2017
- Upcoming Projects

Sports Update

Kristina Thorne, Sport Sales Development, gave her first quarter report touching on the following points:

- NASC
- Sports Advisory Committee
- MeetingMax
- Starfire Contract

Sports Advisory Committee Applicants

1. Amanda Robbins, Homewood Suites - Vacated Position
2. Charles Aguilin, Residence Inn - New

3. Harvard Jones, Tukwila School District - New
4. Season Moran, Courtyard Marriott Seattle SeaTac - New
5. ~~Tim Morgan, CWU/Highline Campus - New~~ (Tim has accepted a new position and has withdrawn his application).

MOTION #2017-017: was made by Board Member Hart to approve the Sports Advisory Committee applicants Amanda Robbins, Season Moran, Harvard Jones, and Charles Aguilung, seconded by Board Member Stockdale. Passed unanimously.

Destination Development Update

Destination Development Manager Schwartz gave a first quarter report and reviewed events and programs that she is working on, which included the following:

- Activity Pass
- Northwest Arts Alliance with City of Des Moines Waterland Festival in 2018
- Travel Planner Guide is available
- Website Sales
- Developing Media Kit

Other Business

President/CEO Kertzman applauded Sherri Scott on her Annual Report graphics. President Kertzman noted that a Working Lunch Staff Meeting was being held on Friday, May 12, outlining goals and workplans, among other issues.

Next Meeting Date

July 13, 2017

Adjournment

The meeting adjourned at 4:40 pm.

Respectfully submitted,
Autumn Lingle
Operations Administrator