

Board of Directors Regular Meeting
MINUTES
July 13, 2017
3100 S. 176th St., SeaTac, WA 98188
RTA Board Room

Call to Order

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

Roll Call

Board Chair Maureen Huffman, Embassy Suites; Board Members Tiffany Hart, Marriott; Ken Stockdale, Crowne Plaza; Jill Andrews, Certified Folder
Absent: Bill Murray, Four Points Sheraton; David Sullivan, Cedarbrook Lodge; Tracy Harms, DoubleTree

Staff

Katherine Kertzman, President/CEO: Brenda Rolph, CFO; Meagan McGuire, Vice President of Sales & Services; 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 Andrews to approve the Agenda, seconded by Board Member Stockdale. Passed unanimously.

Presentation of Consent Agenda

Item 1: Approval of minutes from the May 11, 2017 Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for May and June 2017

(Claim checks and electronic payments for May and June 2017. Check numbers 7534 through 7625 in the amount of \$562,943.90. Electronic payments for payroll for the dates of May 1, 2017 through June 30, 2017 in the amount of \$122,133.37).

MOTION: was made by Board Member Hart to approve the Agenda, seconded by Board Member Stockdale. Board Member Andrews abstained as she was not present at the May 11, 2017 meeting. Motion passed.

Executive Session

An Executive Session was called at 3:07pm for 10 minutes to review the performance of a public employee per RCW 42.30.110 (1)(g). It concluded at 3:17pm.

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

Financial Reports

Resolution No. 2017-007, Mid-year Budget Action Items

MOTION #2017-018: was made by Board Member Hart to approve Resolution No. 2017-007, Mid-year Budget Action Items as proposed in the Memorandum dated July 10, 2017, a form of which is attached hereto as Exhibit A and incorporated herein by this reference. The President/CEO is hereby authorized to execute such budget actions as necessary to include Westfield Visitor Center Closure, reduction of workforce, new organization chart and severance of 2 months regular pay, seconded by Board Member Stockdale. Passed unanimously.

Capital Asset Replacement Reserve

Resolution No. 2017-008 adopting the Capital Asset Replacement Reserve

MOTION #2017-019: was made by Board Member Andrews to approve Resolution No. 2017-008, adopting the Capital Asset Replacement Reserve, seconded by Board Member Hart. Passed unanimously.

President's Report

Resolution No. 2017-009 adopting the RTA Employee Handbook

MOTION #2017-020: was made by Board Member Stockdale to approve Resolution No. 2017-009, adopting the RTA Employee Handbook, seconded by Board Member Hart. Passed unanimously.

Resolution No. 2017-010, RTA Travel and Training BPP #010-2016 Revision 2 (Parking changes, shuttle tip, and Uber, Lyft vs. long term parking).

MOTION #2017-021: was made by Board Member Andrews to approve Resolution No. 2017-010, the RTA Travel and Training BPP #010-2016 Revision 2, seconded by Board Member Stockdale. Passed unanimously.

Popular Networks Maintenance Fee

The Board is being asked to authorize the President/CEO to continue contracting with Popular Networks for IT Managed Services, in a not to exceed amount in 2017 of \$100,000.

MOTION #2017-022: was made by Board Member Hart to authorize the President/CEO to continue contracting with Popular Networks for IT Managed Services, in a not to exceed amount in 2017 of \$100,000, seconded by Board Member Andrews. Passed unanimously.

Informational Updates

Southwest King County Chamber of Commerce DBA Seattle Southside Chamber of Commerce, moving to legally change name. President/CEO Kertzman provided an overview of the benefits and reasons for the legal name change.

Annual Report

President/CEO Kertzman distributed copies of the Annual Report

Marketing

Expedia Digital Media Purchase

The Board is being asked to approve the supplementary \$75,000 digital media purchase with Expedia effective immediately so that we can start the process of engaging coop partners. Furthermore, authorize the President/CEO to execute an insertion order/proposal with or without coop partners.

MOTION #2017-023: was made by Board Member Andrews to approve the supplementary \$75,000 digital media purchase with Expedia and authorize the President/CEO to negotiate and execute an insertion order/proposal with or without coop partners, seconded by Board Member Hart. Passed unanimously.

Trip Advisor

The Board is being asked to approve and authorize the President/CEO to sign the proposal effective immediately so that we can start the process of engaging the coop partners and moving forward for the September 1, 2017 start of the campaign

MOTION #2017-024: was made by Board Member Andrews to authorize the President/CEO to sign the proposal effective immediately so that the RTA can start the process of engaging the coop partners, seconded by Board Member Stockdale. Passed unanimously.

Sales & Services

Vice President of Sales & Services Meagan McGuire noted the following updates:

Visitor Services

- Shawn Woods working remotely as Support Specialist
- Noelle Cueto new role as Partner and Visitor Services
- Welcome Booths at 2 large conferences
- Link Light Rail Ticket sales
- Trainings
 - CityPASS
 - Puget Sound Express
- Seattle Hotel Concierge Association Trade show
- Local Community Outreach
 - YMCA Healthy Kids Day
 - Wildlife Festival 2017
 - Des Moines Farmers market
 - WNBA Storm Community Practice

Partner Services:

- RTA Q2 Sales Meeting July 20
- Tourico Holidays Presentation
- Seattle Southside FAM Tour

Other Business

President/CEO Kertzman stated that Donna Rios, Gm Radisson Hotels Seattle Airport and Bruce Janzen, Area Director of Sales & Marketing DoubleTree by Hilton Seattle Airport Area, fill the vacant positions on the Board of Directors. Unanimous support was expressed.

Next Meeting Date

September 14, 2017

Adjournment

MOTION: was made by Board Member Andrews, to adjourn at 4:21pm, seconded by Board Member Stockdale. Passed unanimously.

Respectfully submitted,
Autumn Lingle
Operations Administrator