

Board of Directors Regular Meeting
MINUTES
October 12, 2017
3100 S. 176th St., SeaTac, WA 98188
RTA Board Room

Call to Order

Acting Chair David Sullivan called the meeting to order at 3:02pm.

Roll Call

Board Members

David Sullivan, Cedarbrook Lodge; Jill Andrews, Certified Folder; Bruce Janzen, Hilton; Tiffany Hart, Marriott; Ken Stockdale, Crowne Plaza; Donna Rios, Radisson; Tracy Harms, DoubleTree Suites (participated by phone).

MOTION: by Board Member Andrews, seconded by Board Member Stockdale, to excuse absent Board Members Maureen Huffman and Donna Rios*. Passed unanimously.

Staff

Katherine Kertzman, President/CEO; Brenda Rolph, CFO; Ashley Comar, Vice President MarCom; Lisa Schwartz, Product Development Manager; Autumn Lingle, Operations Administrator.

Guests

Jeff Robinson, City of SeaTac Community and Economic Director; Aleksandr Yermeyev, City of SeaTac Economic Development Strategist.

Approve/Amend Agenda

MOTION: by Board Member Hart to approve the Agenda, seconded by Board Member Andrews. Passed unanimously.

Call for Public Comment

Jeff Robinson, City of SeaTac Community and Economic Director, introduced Aleksandr Yermeyev, City of SeaTac Economic Development Strategist.

Elect officers for the Executive Committee pursuant to the Charter

Recommended slate: Chair, Maureen Huffman; Vice Chair, David Sullivan; Treasurer, Tracy Harms; Secretary, Ken Stockdale.

MOTION (2017-028): by Board Member Andrews, to elect as Chair, Maureen Huffman; Vice Chair, David Sullivan; Treasurer, Tracy Harms; Secretary, Ken Stockdale, seconded by Board Member Hart. Passed unanimously.

Presentation of Consent Agenda

Item 1: Approval of minutes from the September 14, 2017, Regular Board Meeting.

Item 2: Approval of Auditing Official's Certificate for September 2017.

(Claim checks and electronic payments for September 2017. Check numbers 7712 through 7750 in the amount of \$216,210.60. Electronic payments for payroll for the dates of September 1, 2017 through September 30, 2017, in the amount of \$70,900.73.

MOTION: by Board Member Hart to approve the Consent Agenda, seconded by Board Member Andrews. Passed unanimously.

Financial Reports

Financial Discussion was directed by CFO Rolph.

*Board Member Rios arrived at 3:15pm

Resolution No. 2017-013, Authorizing investment of RTA monies in the Local Government Investment Pool (LGIP)

MOTION (2017-029): by Board Member Hart, to authorize the Board Chair to sign Resolution No. 2017-013, authorizing investment of RTA monies in the Local Government Investment Pool (LGIP), seconded by Board Member Andrews. Passed unanimously.

President's Report

President/CEO Kertzman provided updates on the following items,

- 2018 Budget (Distributed and discussed spreadsheet)
- WCIA 2017 Annual Review & Risk Management Audit Report (WCIA letter noting that the RTA passed the Personnel practices audit)

Seattle Express Contract

MOTION (2017-030): by Board Member Hart to approve the Seattle Express Contract, seconded by Board Member Andrews. Passed unanimously.

- 2018 Work plans will be distributed at the January 2018 Board meeting (employees writing objectives and tactics)
- Tourism Symposium (Tentative date of late March, early April 2018)

Marketing Update

- MarCom Vice President Comar gave a PowerPoint presentation addressing 2017 YTD Marketing accomplishments
- Analysis YTD and Priorities for 2018

- GreenRubino 2018 Scope of Work for \$1,670,000, third year of 3-year contract.

MOTION (2017-031): by Board Member Stockdale to authorize the President/CEO to sign the GreenRubino 2018 Scope of Work presented. The agreement includes \$390,000 for agency fees;

\$125,000 for production and \$1,155,000 for media buy, for a total of \$1,670,000, seconded by Board Member Rios. Passed unanimously.

Additional copies of the hardbound Travel Planner were requested by Board Members as follows;

Board Member Stockdale - 325

Board Member Rios - 250

Board Member Janzen - 200

Board Member Hart – 150

Board Member Andrews proposed standardized messaging for the RTA and to employ closed captioning on videos.

Board Member Sullivan suggested a communication plan for spreading the word about the RTA's excellent work.

2018 MarCom Budget

MOTION (2017-032): by Board Member Andrews to approve the 2018 MarCom Budget, seconded by Board Member Stockdale. Passed unanimously.

Sales update

Do More Save More was discussed. Board Member Sullivan recommended utilizing more aggressive sales techniques to encourage increased participation.

Other Business

Board Member Andrews suggested the local hospitality industry look for ways to engage Host Hospitality/Tourism Program students at Highline College. Guest Yermeyev mentioned that a free hotel stay would be a valuable part of training. Board Member Hart stated a hosted panel be included.

MOTION: by Board Member Stockdale to excuse Board Member Murray, seconded by Board Member Andrews. Passed unanimously.

Next Meeting Date

January 11, 2018

Adjournment

MOTION: by Board Member Hart to adjourn at 4:36pm, seconded by Board Member Stockdale. Passed unanimously.

Respectfully submitted,
Autumn Lingle
Operations Administrator