

**Board of Directors Regular Meeting**

**MINUTES**

January 11, 2018

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 4:00pm.

**Roll Call**

**Board Members**

David Sullivan, Cedarbrook Lodge; Jill Andrews, Certified Folder; Bruce Janzen, Hilton; Ken Stockdale, Crowne Plaza; Tracy Harms, DoubleTree Suite; Bill Murray, Four Points by Sheraton.

**MOTION: by Board Member Murray, seconded by Board Member Stockdale, to excuse absent Board Members Maureen Huffman and Tiffany Hart. Passed. Board Member Rios was absent.**

**Staff**

Katherine Kertzman, President/CEO; Brenda Rolph, CFO; Ashley Comar, Vice President MarCom; Meagan McGuire, Vice President of Sales & Services; Lisa Schwartz, Product Development Manager; Kristina Thorne, Sports Development & Sales Manager; Autumn Lingle, Operations Administrator

**Guests**

Aleksandr Yermeyev, City of SeaTac Economic Development Strategist.

**Approve/Amend Agenda**

Acting Chair Sullivan requested earlier receipt of meeting packet to Board Members.

**MOTION: by Board Member Andrews to approve the Agenda as amended (moving Item 5B1. 2018 Business Plan to last item under Staff Reports), seconded by Board Member Stockdale. Passed.**

**Call for Public Comment**

Aleksandr Yermeyev, City of SeaTac Economic Development Strategist, discussed his Business Outreach Plan with SeaTac businesses with the goal of improved communication between the City and the business community.

**Chair's Report**

**Presentation of Consent Agenda**

Item 1: Approval of Minutes from the October 12, 2017 Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for October, November and December 2017. Check numbers 7751 through 7864 in the amount of \$833,751.40. Electronic payments for payroll for the dates of October through December 2017 in the amount of \$284,962.44.

**MOTION: by Board Member Murray to approve the Consent Agenda, seconded by Board Member Andrews. Passed.**

### **Financial Reports**

- Financial Update was given by CFO Rolph
- 2017 TPA Revenue, Demand, and Occupancy Reports was presented by President/CEO Kertzman,
- 2016 Financial Statement Audit Report was explained by President/CEO Kertzman,
- 2018 Staffing Costs President/CEO Kertzman noted the Board approved budget includes increased benefits costs, 3% COLA, 2.5% base salary pool for 4 employees who were hired at the entry level of their classification and a \$10,000 unemployment pool.
- 2017 Budget Carryover **EPP #017-2018** was implemented by President/CEO Kertzman and will be part of the Consent Agenda from this point forward.

**MOTION 2018-001: by Board Member Andrews to approve 2017 Budget Carryover of \$212,500 amending the Budget Resolution No. 2017-012, seconded by Board Member Harms. Passed.**

### **Action Items**

- Simpleview Contracts not to exceed \$120,000 annually

**MOTION 2018-002: by Board Member Janzen to authorize President/CEO to execute ongoing multiple-year services agreements with Simpleview, such as (but not limited to) CRM, Web License, Dashboard and Training, not to exceed \$120,000 annually without prior Board approval, seconded by Board Member Harms. Passed.**

- Seattle Express Contract Amendment -

**MOTION 2018-003: by Board Member Andrews to authorize President/CEO to execute Seattle Express contract amendment total amount not to exceed \$148,320 at a rate of \$12,360 per month, seconded by Board Member Stockdale. Passed.**

- Journal Graphics – *Printing Travel Planner and Dining Guide*

**MOTION 2018-004: by Board member Stockdale to approve contracts with Journal Graphics to print the 2018 Travel Planner and Dining Guide for a total not to exceed amount of \$90,000, seconded by Board Member Janzen. Passed. Board Member Andrews abstained.**

### **President's Report**

#### **Informational:**

- RTA Performance Metrics
- City of Burien
- Dissolution of the Sports Development Advisory Committee
  - Merge committees
  - Consider committee rebrand
  - Recommend committee appointments
  - Bring recommended motions back to the Board of Directors next meeting
- Tourism Symposium March 29, 2018, 3:00-6:00pm, Hilton Conference Center

**Action Items:**

Purchase RTA 12 Passenger Van

- Consider ADA Acceptable Lift
- It was suggested that Staff work with Washington Cities Insurance Authority (WCIA) to insure adequate indemnification language and liability coverage for the quoted costs stated.
- Wrap van in advertising

**MOTION 2018-005: by Board Member Andrews to approve the purchase of a passenger van not to exceed \$90,000 for the use of Seattle Southside RTA, seconded by Board Member Murray. Passed.**

**Staff Reports**

Marketing and Communications Division Reports

- Update on 2017 Special Projects
- 2018 Media Plan

**MOTION 2018-006: by Board Member Harms to approve the recommended RTA 2018 Media Plan including the expenditures that exceed the President/CEO's signing authority of \$50,000, seconded by Board Member Stockdale. Passed**

- Search Engine Marketing: \$425,000
- SpotX: \$87,000
- Facebook: \$75,000
- Expedia: \$75,000
- iHeart Radio: \$50,000

Sales & Services

- 2017 Highlights and 2018 Sales Plan

**MOTION 2018-007: by Board Member Murray to approve the 2018 Sales Plan, seconded by Board Member Stockdale. Passed.**

- 2018 Business Plan

**MOTION 2018-008: by Board Member Stockdale to approve Resolution No. 2018-001, Seattle Southside RTA 2018 Business Plan, seconded by Board Member Harms. Passed.**

**Executive Session** to discuss RCW 42.30.110 (1)(g) to review the performance of a public employee began at 5:22pm and ended at 5:31pm. Acting Chair Sullivan noted the Board of Directors was extremely pleased with the executive branch and that clearly defined targets need to be noted for next year's bonus. Attendees were Acting Chair Sullivan and Board Members Andrews, Janzen, Stockdale, Harms and Murray.

**MOTION 2018-009: By Board of Director consensus, the President/CEO receives a performance based incentive of 9%. VPs incentives are commensurate and capped as outlined in their hire agreement.**

**Next Meeting Date**

March 8, 2018

**Adjournment**

**MOTION: by Board Member Stockdale to adjourn at 5:36pm, seconded by Board Member Murray. Passed.**

Respectfully submitted,  
Autumn Lingle  
Operations Administrator