

Board of Directors Regular Meeting
MINUTES
March 8, 2018
3100 S. 176th St., SeaTac, WA 98188
RTA Board Room

Call to Order

Chair Maureen Huffman called the meeting to order at 4:01 pm.

Roll Call

Board Members

Maureen Huffman, Embassy Suites; David Sullivan, Cedarbrook Lodge; Jill Andrews, Certified Folder; Ken Stockdale, Crowne Plaza; Donna Rios, Radisson; Tiffany Hart, Marriott (by phone).

MOTION: by Board Member Sullivan, seconded by Board Member Andrews, to excuse absent Board Members Bruce Janzen and Tracy Harms. Passed.

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; Autumn Lingle, Operations Administrator

Guests

Aleksandr Yermeyev, City of SeaTac Economic Development Strategist.

Approve/Amend Agenda

MOTION: by Board Member Andrews to approve the Revised Agenda, seconded by Board Member Stockdale. Passed.

Call for Public Comment

Aleksandr Yermeyev, City of SeaTac Economic Development Strategist, briefed the Board on the Wayfinding Project.

Chair's Report

Presentation of Consent Agenda – Maureen Huffman, Board Chair

Item 1: Approval of minutes from the January 11, 2018, Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for January 1, 2018 through February 15, 2018.

(Claim checks and electronic payments for January 1, 2018 through February 15, 2018. Check numbers 7865 through 7958 in the amount of \$764,691.29. Electronic payments for payroll for the dates of January 1, 2018 through February 15, 2018 in the amount of \$129,910.38.)

Item 3: Resolution No. 2018-002, Declaring certain property as surplus and authorizing its disposal. (Obsolete IT equipment, devices and furniture)

MOTION: by Board Member Rios, to approve Consent Agenda Items 1 through 3, seconded by Board Member Stockdale. Passed.

Financial Reports

CFO Rolph provided an overall review of the 2017 RTA financials.

Audit Report

Board Chair Huffman noted that the SAO Exit Conference was short and with no findings. The SAO complimented CFO Rolph on her excellent work.

Action Items:

Amend By-Laws Regarding Executive Committee Meeting Frequency and Clarification of the CEO's Administrative Responsibilities

Resolution No. 2018-XXX to Amend By-Laws. (30-days' Notice per Charter Article VII, Section 7(4) Vote will be taken at next regular meeting).

This would delineate day-by-day operations to be authorized by the President/CEO. A 3-day notice to SeaTac Finance Director after approval, is required. The Executive Committee may then meet as desired with a 24-hour public meeting notice.

Merge Sales & Marketing Board Advisory Committee with Sports Development Board Advisory Committee

MOTION #2018-010: by Board Member Sullivan to approve Resolution No. 2018-003 to merge the Sales & Marketing Board Advisory Committee with the Sports Development Board Advisory Committee into one committee called the Destination Development Advisory Committee, seconded by Board Member Andrews. Passed.

Destination Development Advisory Committee Appointments

Candidates' names:

- Board Chair - Tracy Harms (President/CEO will reconfirm with Board Member Harms)
- Anne Santistevan – Red Lion Hotels, National Sales
- JD Hill – Matt Young YMCA, Executive Director
- Linda Botts – Crowne Plaza Seattle Airport, Director of Sales
- Mollieann Mad – BMI Hospitality Management Director of Sales
- Ron Peck – Port of Seattle, Director of Tourism Development
- Cindy Messey– Museum of Flight, Private Events Manager

MOTION #2018-011: by Board Member Sullivan to approve the slate of recommended Committee members, seconded by Board Member Rios. Passed

Amending Employee Handbook

MOTION #2018-012: by Board Member Andrews to approve Resolution No. 2018-004, Authorizing the President/CEO to Amend the Employee Handbook to reflect new temporary employee sick leave benefit change per RCW 49.46.210. BPP #004-2015 Resolution No. 2016-034, seconded by Board Member Rios. Passed.

President's Report

Informational:

- Distribute Dean Runyan Report - Reviewed
- Review ROI Calculation - The calculations used to arrive at the ROI were explained
- Legislative Update – Statewide Tourism Marketing Authority E4SSB-5251 was passed in the House & Senate awaiting Governor signature
- Van Purchase Update – The van has been purchased and delivery is expected in 6-8 weeks
- Seattle Southside Chamber Tourism Luncheon April 13th, 11:30am at DoubleTree in SeaTac
- RTA Hosted Seattle Southside Chamber of Commerce Mixer, April 25th at 4PM in the RTA Board Room
- Best Alliance Pending Partnership Update – The RTA will be partnering with this organization as they attempt to educate Hoteliers on awareness of human trafficking in their properties. Best Alliance will be offering a 10-minute summary at the May 10th meeting
- Burien – They will not be a full partner, but will be advertising with the RTA and possibly offering food FAM tours
- RTA Tourism Symposium, Thursday, March 29, 2017 from 3:30 to 6pm at the Hilton Conference Center – Now is the time to register!

Action Items:

Approve Annual Report - Vice President Comar highlighted topics in the report

MOTION #2018-013: by Board Member Andrews to approve the Annual Report, seconded by Board Member Stockdale. Passed.

Approve Minimum Service Level Marketing Requirement.

MOTION #2018-014: by Board Member Andrews to approve Resolution 2018-005 to only market Seattle Southside hotels that maintain a TripAdvisor rating of more than 2.0 stars, seconded by Board Member Sullivan. Passed.

Staff Reports

Marketing and Communications Division Report was given by MarCom VP Comar

- Website use was up 60% YOY
- Do More Save More has 115 participants signed up and 49 redemptions
- Alaska Airlines Magazine featured the RTA
- Travel Planner requests up
- Social Media & Content Manager Tolley will be attending Travel Writers Conference

Sales & Services Division Report by Sales & Services VP McGuire

- New partnerships with China Tours, Fire Starter and Tour Operator Land

- Visitors Center selling Discover and Wild Waves passes
- Interns translating materials into Chinese and Japanese
- Staff has attended 141 meetings with planners
- Military Reunion and Food Blogger Conference
- Good response to the Seawolves first game (4/22)
- Soliciting volunteers for the Special Olympic games

Next Meeting Date – May 10

Adjournment

The meeting was adjourned at 5:10 pm

Respectfully submitted,
Autumn Lingle
Operations Administrator