

Board of Directors Regular Meeting
MINUTES
June 14, 2018
3100 S. 176th St., SeaTac, WA 98188
RTA Board Room

Call to Order

Acting Chair David Sullivan called the meeting to order at 4:15 pm.

Roll Call

Board Members

David Sullivan, Cedarbrook Lodge; Donna Rios, Radisson; Bruce Janzen, Hilton; Ken Stockdale, Crowne Plaza; Tiffany Hart, Marriott

MOTION: by Board Member Hart, seconded by Board Member Rios, to excuse absent Board Members Huffman, Andrews, and Harms. Passed unanimously.

Staff

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

Guest

Aleksandr Yermeyev, City of SeaTac Economic Development Strategist.

Approve/Amend Agenda

MOTION: by Board Member Janzen to approve the Agenda, seconded by Board Member Stockdale. Passed unanimously.

Chair's Report

Presentation of Consent Agenda – David Sullivan, Acting Board Chair

Item 1: Approval of minutes from the May 10, 2018 Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for April 16, 2018 through May 15, 2018

(Claim checks and electronic payments for April 16, 2018 through May 15, 2018. Check numbers 8048 through 8088 in the amount of **\$283,713.20**. Electronic payments for payroll for the dates of April 16, 2018 through May 15, 2018 in the amount of **\$108,905.35**).

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

Financial Report

CFO Rolph provided the Board with an update on the RTA Finances.

President's Report

Informational:

- Advocacy Update
 - Mailings
 - Partnering with Seattle Southside Chamber of Commerce
- Destination International Accreditation
 - Halfway to completion
- Staffing Update
 - Kristina Thorne has left to join Visit Seattle
 - Jené Iceberg will be leaving June 21 for Spokane's Regional CVB
 - City of SeaTac's Economic Director Jeff Robinson will be leaving July 3, 2017 to work with City of Tacoma
 - Opportunity to reorganize RTA

Action Items:

- Printing Hardbound Travel Planners
MOTION #2018-016: By Board Member Stockdale to authorize President/CEO directly or through her delegate to decide, enter or commit on behalf of the RTA, additional printing cost through Journal Graphics to produce more hardbound Travel Planners, providing the expenditure is within the Board approved 2018 budget and does not exceed her authorized signing authority, seconded by Board Member Rios. Passed unanimously.
- Van Update
MOTION #2018-017: By Board Member Hart to amend the GreenRubino Contract for an additional scope of work to create a concept, design, and copywriting for the new Seattle Southside mobile Visitor Center van wrap (excluding production costs) not to exceed \$10,000. seconded by Board Member Stockdale. Passed unanimously.
- Simpleview
MOTION #2018-018: By Board Member Stockdale to approve an additional \$5,500 for a one-time Simpleview marketing and sales automation platform implementation fee and a \$8,280 licensing fee per year, for two years, seconded by Board Member Hart. Passed unanimously.

Staff Reports

Marketing and Communications Division Report was given by Ashley Comar, VP

- Presented a video clip of Seattle Refined featuring Seattle Southside RTA

Other Business

VP Comar made an announcement that she is having a baby

Board Member Hart noted Jenny Vasquez will be replacing her on the Board

Next Meeting Date – September 13, 2018

Adjournment

The meeting was adjourned at 4:54 pm

Respectfully submitted,
Autumn Lingle, Operations Administrator