

**Board of Directors Regular Meeting**  
**MINUTES**  
October 11, 2018  
3100 S. 176<sup>th</sup> St., SeaTac, WA 98188  
RTA Board Room

**Call to Order**

Chair Maureen Huffman called the meeting to order at 4:10 pm.

**Roll Call**

**Board Members**

Maureen Huffman, Embassy Suites; Ken Stockdale, Crowne Plaza; Donna Rios, Radisson; Jenny Vasquez, Marriott; Bruce Janzen, Hilton; Jill Andrews, Certified Folder

**MOTION: by Board Member Vasquez, seconded by Board Member Stockdale, to excuse absent Board Members David Sullivan and Ben Osgood. Passed.**

**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

**Approve Agenda**

**MOTION: By Board Member Andrews to amend the agenda, seconded by Board Member Vasquez, to approve the agenda. Passed.**

**Call for Public Comment**

Aleksandr Yermeyev, City of SeaTac Economic Development Strategist distributed materials and discussed the SeaTac Business Synergy Program

**Chair's Report**

**Presentation of Consent Agenda**

Item 1: Approval of minutes from the September 13, Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for August 16, 2018 through September 15, 2018.

(Claim checks and electronic payments for August 16, 2018 through September 15, 2018. Check numbers 8203 through 8241 in the amount of \$148,796.69. Electronic payments for payroll and American Express for the dates of August 16, 2018 through September 15, 2018 in the amount of \$71,441.28

**MOTION: By Board Member Stockdale, to approve Consent Agenda Items 1 through 2, seconded by Board Member Andrews. Passed.**

## Financial Reports

- CFO Rolph provided the Board with finance reports that gave an overview of the RTA finances and answered questions.

## President's Report

### **Informational:**

- Advocacy Update  
President/CEO Kertzman informed the Board of RTA that a poll disclosed that a petition would not be successful
- Board Position #8 is open leaving the Treasurer position open.
- Destination Development Advisory Committee Chair position open.

### **Action Items:**

**MOTION #2018-021: By Board Member Vasquez, to elect Board Member Stockdale as Board Treasurer, seconded by Board Member Andrews. Passed.**

**MOTION #2018-022: By Board Member Andrews, to elect Board Member Vasquez as Destination Development Advisory Committee Chair, seconded by Board Member Rios. Passed.**

- Remove Apple iPhone (IMEI 5732075709989) as RTA property due to clerical error. The RTA will be reimbursed for any expenditures accidentally encumbered by the RTA.

**MOTION #2018-023: By Board Member Vasquez to remove Apple iPhone as RTA property and direct staff to insure any accidental expenditures encumbered by the RTA are reimbursed, seconded by Board Member Andrews. Passed**

- Resolution No. 2018-007, Setting the Regular Meeting Schedule for Calendar Year 2019.

**MOTION #2018-024: By Board Member Andrews to approve Resolution No. 2018-007, setting the Regular Meeting Schedule for Calendar Year 2019, seconded by Board Member Vasquez. Passed.**

- Approve BPP#009A-2016 Revision 2, Business Expenses

**MOTION #2018-025: By Board Member Vasquez to approve BPP#009A-2016 Revision 2, Business Expenses, seconded by Board Member Stockdale. Passed.**

## Staff Reports

### **Informational:**

- Van Wrap  
Vice President of MarCom Comar noted that 3 quotes were obtained. RTA chose Studio 3 (\$9,000) as it was the best quality and should be completed by the end of the month.
- Executive Division Budget  
President/CEO Kertzman provided an overview of the Executive Budget. She mentioned the RTA is pleased with IT contractor PopularNetworks
- Destination Development Department Budget  
Product Development Manager Schwartz noted a "Restaurant Week" was in the works, RTA seeking matching dollars from the cities. Sponsoring "Art in the Park" again. Board Member Vasquez mentioned "Boos and Booze" as a possible event. Board Member Stockdale introduced the idea of incorporating "The Walking Dead" into an event. O another note, BrightSign is overcoming installation obstacles.
- Visitor Center Department Budget  
President/CEO Kertzman noted she has been supervising the VC for insights into future needs

- Sales & Services Division Budget  
Vice President McGuire stated parameters for convention/conference staff attendance
- Marketing and Communications Division Budget  
Vice President Comar mentioned various items which included 2019 Media Buy, Seattle Express, Simpleview, Expedia and Seawolves partnership

**Action Items:**

- Motion to approve the 2019 Detailed Operating Budget

**MOTION #2018-026: By Board Member Stockdale to approve the 2019 Detailed Operating Budget as presented, seconded by Board Member Vasquez. Passed**

- Motion to approve execution of the 2019 contracts; licenses and/or media buys that exceed the President/CEO's \$50K signing authority with the following vendors:
  - GreenRubino \$1,318,037 (*Professional Services \$356,000; Media Buy \$837,037; and Production Costs \$125,000*)
  - Seattle Express not to exceed \$160,000
  - SimpleView not to exceed \$125,000
  - Seawolves 3-year agreement \$70,000 (2019), \$73,500 (2020), \$77,175 (2021)
  - Expedia \$83,000

**MOTION #2018-027: By Board Member Vasquez, seconded by Board Member Stockdale, to Authorize President/CEO to work with Pacifica Law Group as necessary to execute 2019 contracts, licenses and/or media buys with the following vendors: Passed**

- **GreenRubino Professional Services Contract \$1,318,037**
- **Seattle Express \$160,000**
- **SimpleView \$125,000**
- **Seawolves 3-year agreement \$70,000 (2019), \$73,500 (2020), \$77,175 (2021)**
- **Expedia \$83,000**

**Next Meeting Date** – January 10, 2019

**Adjournment**

The meeting was adjourned at 5:10 pm

Respectfully submitted,  
Autumn Lingle, Operations Administrator