

**Board of Directors Regular Meeting**  
**MINUTES**  
March 28, 2019  
3100 S. 176<sup>th</sup> St., SeaTac, WA 98188  
RTA Board Room

**Call to Order**

Acting Chair Jill Andrews called the meeting to order at 3:05 pm.

**Roll Call**

**Board Members**

Ken Stockdale, Crowne Plaza; David Sullivan, Cedarbrook Lodge; Jenny Vasquez, Marriott; Bruce Janzen, Hilton; Ben Osgood, Four Points Sheraton; Jill Andrews, Certified Folder.

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

**Staff**

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

**Approve Agenda**

**MOTION: By Board Member Janzen, seconded by Board Member Stockdale, to approve the agenda. Passed unanimously.**

**Call for Public Comment**

No comments.

**Chair's Report**

• **Presentation of Consent Agenda**

Item 1: Approval of minutes from the January 10, 2019, Regular Board Meeting and the February 27, 2019 Special Meeting.

Item 2: Approval of Auditing Official's Certificate for January 1, 2019 through March 20, 2019. Claim checks for January 1, 2019 through March 20, 2019. Check numbers 8374 through 8511 in the amount of \$965,784.40. Electronic payments for payroll and fees for the dates of January 1, 2019 through February 28, 2019 in the amount of \$161,197.73.

Item 3: Resolution No. 2019-001, Declaring certain property a surplus and authorizing its disposal (obsolete IT equipment, devices and furniture).

**MOTION: By Board Member Stockdale, seconded by Board Member Vasquez, to approve Consent Agenda Items 1 through 3. Passed unanimously.**

**January 1, 2015 through December 31, 2017 Accountability and Financial Statement Audit - Exit Conference, February 27, 2019.**

Acting Chair Andrews gave an overview of the exit conference, noting it was a glowing review and the RTA had discontinued use of PayPal per the State Auditors direction.

**Financial Reports**

- President/CEO Kertzman provided a summary of 2018 Year End Budget and Actuals. She stated the new Comptroller will be conducting an internal audit of the Finance Department upon arrival.

## President's Report

### **Informational:**

- Dean Runyan 2018 Travel Impacts Report  
President/CEO Kertzman noted DOR has modified their algorithms thus the preliminary Dean Runyan Travel Impact report for 2018 is presenting differently than in the past. The final Travel Impact Report will be released late 2019.
- 2018 Performance Report  
President/CEO Kertzman summarized the Web analytics Social Engagement and Media impressions have increased significantly  
Vice President of Sales & Services McGuire reviewed Group Meeting Stats, staff attendance at Trade Shows & Sales Conventions and Number of Prospects, Sales Fam Trips and Site Visits
- Estimated ROI  
President/CEO Kertzman presented an overview discussing an increase in total room nights generated, TPA hotel demand and Lodging tax revenues. Final ROI estimated will be available the Fall, after the final Dean Runyan Report is released, based on the 2017 Demand Runyan Travel Impact, 2018 ROI will exceed 57.71

### **Action Items:**

- Business Plans 2019 (Board Members received plan in advance for examination)  
**MOTION #2019-003: By Board Member Osborn, seconded by Board Member Janzen, to approve the 2019 Business Plan as presented. Passed unanimously.**

## Staff Reports

### **Informational:**

- Sales & Services  
Vice President of Sales & Services McGuire furnished a PowerPoint updating Sales & Services activities
- Community Relations Director Schwartz gave an update on the Expedia Winter Campaign campaign
- President/CEO Kertzman reminded Board that MarCom Vice President Ashley Comar is returning Thursday, April 4. Community Outreach accomplished by staff members Donna Bennett and Lisa Schwartz, including mobile VC, contract with the City of Burien and Seawolves sponsorship.

**Executive Session** to discuss RCW 42.30.110 (1)(g) to review the performance of a public employee was called at 4:02 pm was extended by 5 minutes and then extended to 4:15 pm when general meeting was reconvened. The Board of Directors stated President/CEO Kertzman is doing an outstanding job. Thanked her for her dedication and service.

**MOTION #2019-004: By Board Member Stockdale, seconded by Vice Chair Sullivan, to approve 100% of the 10% bonus for RTA Staff. Passed unanimously.**

## Other Business

- None

## Next Meeting Date

- May 9, 2019 at 3:00pm

## Adjournment

- MOTION: By Board Member Vasquez, seconded by Board Member Osborn to adjourn the meeting at 4:21 pm.

Respectfully submitted,  
Autumn Lingle, Operations Administrator