

Board of Directors Regular Meeting
MINUTES
June 13, 2019
3100 S. 176th St., SeaTac, WA 98188
RTA Board Room

Call to Order

Acting Chair Jill Andrews called the meeting to order at 3:03pm.

Roll Call

Board Members

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

MOTION: by Board Member Vasquez, seconded by Board Member Stockdale, 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; Ashley Comar, Vice President of Marketing & Communications; Cecelia Pollock, Comptroller; Donna Bennett; Partner & Visitor Services Coordinator

Guests

John Rubino, Jacob Vargas, Dylan McGuire of GreenRubino

Public

Aleksandr Yeremeyev, City of SeaTac

Approve Modifying Agenda

MOTION: By Board Member Sullivan, seconded by Board Member Vasquez, to approve modifying the agenda to move item (4) a, (6A) b, and (6B) a,b,c, forward in order to maintain quorum. Passed unanimously.

Chair's Report

• **Presentation of Consent Agenda**

Item 1: Approval of minutes from the March 28, 2019 Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for March 27, 2019 through June 6, 2019. (Claim checks and electronic payments for March 27, 2019 through June 6, 2019. Check numbers 8512 through 8633 in the amount of \$576,514.47. Electronic payments for payroll for the dates of March 27, 2019 through June 5, 2019 in the amount of \$271,648.28.

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

Call for Public Comment

Aleksandr Yeremeyev shared a flyer that will be distributed to local landowners, developers, and businesses highlighting the region's advantages to corporations as a headquarter location.

President's Report

Informational:

- President/CEO Kertzman introduced RTA Board Appointment applicant Elissa Coteri, Westfield Southcenter Marketing Manager to fill vacant City of Tukwila position.

MOTION #2019-005: By Board Member Sullivan, seconded by Board Member Stockdale, to approve appointment of Coteri as RTA Board Member Position 8. Passed unanimously.

Action Items:

- Contract for Creative Services
MOTION #2019-006: By Board Member Osborn, seconded by Board Member Stockdale, to approve authorizing President/CEO to execute a multi-year service agreement with Sherri Scott for Creative Services, in a not to exceed amount of \$90,000 annually. Passed unanimously.
- Printing Travel Planner
MOTION #2019-007: By Board Member Stockdale, seconded by Board Member Sullivan, to approve authorizing President/CEO to approve printing of 20,000 hardbound Travel Planners through Emerald City Graphics for \$63,362.00 plus shipping cost. Passed unanimously.
- Approve Annual Report
MOTION #2019-008: By Board Member Vasquez, seconded by Board Member Sullivan, to approve the Annual Report for publication. Passed unanimously.

Financial Reports

- Comptroller Pollock summarized revised 2018 preliminary yearend budget and actuals and 2019 year to date budget and actuals ending 5/31/19. President/CEO Kertzman reviewed TPA special assessment revenues through first quarter.

Special Presentation

- GreenRubino presented current marketing goals and strategies.

President's Report Continued

Informational:

- Bruce Janzen has accepted a position in Bellevue and has resigned from the RTA Board, effective April 30, 2019.
- President/CEO Kertzman summarized the presentation given to HMAc regarding proposed Garden Learning and Events Center at Highline SeaTac Botanical Gardens.
- President/CEO Kertzman stated the above expansion might be a good location to hold the International Holiday Festival in the future.

Staff Reports

- None

Executive Session

- None

Other Business

- President/CEO Kertzman informed the Board about a contract in progress with a company specializing in meetings marketing strategies.
- VP MarCom Comar asked for discussion regarding 11 Adopt-A-Highway signage that has recently become available for purchase. Board discussed costs and benefits. No conclusion was determined at this time. Comar will come back at next board meeting with recommendations.

- Acting Chair Andrews announced a Seattle Southside Chamber of Commerce subcommittee focused on the Des Moines business community.
- Chamber of Commerce and RTA mixer will be held on June 26, 2019 at RTA offices.

Next Meeting Date

- September 12, 2019 at 3:00pm

Adjournment

- **MOTION: By Board Member Sullivan, seconded by Board Member Osborn to adjourn the meeting at 4:25 pm.**

Scribe

- Meagan McGuire