

Board of Directors Regular Meeting

MINUTES

October 16, 2019

3100 S. 176th St., SeaTac, WA 98188

RTA Board Room

Call to Order

Chair Maureen Huffman called the meeting to order at 3:10 pm.

Roll Call

Board Members: Maureen Huffman, Embassy Suites; David Sullivan, Cedarbrook Lodge; Elissa Cotero, Westfield Southcenter; Jill Andrews, Certified Folder; Josh Ewing, Hilton Hotels, Inc.

MOTION: by Board Member Sullivan, seconded by Board Member Andrews, to excuse absent Board Members Ben Osgood, Jenny Vasquez, Donna Rios and Ken Stockdale. Passed unanimously.

Staff: Katherine Kertzman, President/CEO; Cecilia Pollock, Comptroller; Meagan McGuire, Vice President of Sales & Partner Services; Ashley Comar, Vice President of MarCom; Autumn Lingle, Operations Administrator

Approve Agenda

MOTION: By Board Member Andrews, seconded by Board Member Sullivan, to approve the agenda, moving Item 4, Destination Development Advisory Committee Update, to November 7, 2019 agenda. Passed.

Appoint Josh Ewing for Board Position 7, Ending Dec. 31, 2020

MOTION #2019-017: Board Member Andrews moved to appoint Josh Ewing for Board Position 7, Ending Dec. 31, 2020, seconded by Board Member Sullivan. Passed.

Chair's Report

A. Presentation of Consent Agenda – Maureen Huffman, Board Chair

Item 1: Approval of minutes from the September 12, 2019, Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for September 1, 2019 through October 4, 2019.

Check numbers 8753 through 8796 in the amount of \$252,324.37. Electronic payments in the amount of \$153,104.20.

MOTION: Board Member Andrews moved to approve Consent Agenda Items 1 through 2, seconded by Board Member Sullivan. Passed.

B. Informational

1. 2019 Financial Statement Audit Report

Maureen Huffman, Board Chair, noted the Audit Report was efficient and the RTA had no findings.

2. Financial Reports

Cecilia Pollock, Comptroller provided an overview of the financial reports.

C. Action Items

1. Setting the Regular Meeting Schedule for Calendar Year 2020.

MOTION #2019-018: Board Member Andrews moved to approve Resolution No. 2019-003, setting the Regular Meeting Schedule for Calendar Year 2020, seconded by Board Member Sullivan. Passed.

2. Re-appoint David Sullivan for a Successive Three-Year Term to Board Position 4, Term Ending on Dec. 31, 2022.

MOTION #2019-019: Board Member Andrews, moved to reappoint David Sullivan for a Successive Three-Year Term to Board Position 4, Term Ending Dec. 31, 2022, seconded by Board Member Ewing. Passed.

President's Report

A. Informational:

1. Resolution No. 2019-004, 2019 Budget Carryovers and Request to fill the Visitor Services & Social Media Specialist, Amending Budget Resolution No. 2019-002

B. Action Items:

1. Approve Resolution No. 2019-004, 2019 Budget Carryovers and Request to fill the Visitor Services & Social Media Specialist, Amending Budget Resolution No. 2019-002

MOTION #2019-020: Board Member Sullivan moved to approve Resolution No. 2019-004, 2019 Budget Carryovers and Request to fill the Visitor Services & Social Media Specialist, Amending Budget Resolution No. 2019-002, seconded by Board Member Andrews. Passed. Board Member Andrews abstained due to conflict of interest.

Staff Reports

A. Informational:

1. 2020 Budget by Division – Katherine Kertzman, President & CEO, provided an overview and answered questions regarding the 2020 Budget by Division.
2. MarCom Division – Ashley Comar, MarCom VP, provided a video and discussed the following:
 - a. GreenRubino SOW
 - b. Media Buy
3. Sales & Partner Services Division – Meagan McGuire, Sales & Services VP, discussed the following:
 - a. Digital Edge
 - b. Business Development

B. Action Items:

1. Approve the 2020 Detailed Division Operating Budget and Scope of Work as presented.

MOTION #2019-021: Board Member Sullivan moved to approve the 2020 Detailed Division Operating Budget as presented seconded by Board Member Ewing. Passed.

2. Approve Budgeted Expenditures that exceed President & CEO's signing authority

MOTION #2019-022: Board Member Andrews moved to approve Budgeted Expenditures that exceed President & CEO's signing authority, seconded by Board Member Ewing. Passed

- a. GreenRubino \$1,126,000 contract #2018-010 Amendment 1
 - o includes \$281,000 agency fees, \$770,000 Media Buy that includes \$605,000 with Cruxx per campaign schedule, and \$75,000 in Production costs.
- b. Expedia \$75,000 – Standard Advertising Insertion Order
- c. Adopt a Highway \$40,035 – Additional 2-year Standard Advertising Insertion Order for Extra Locations
- d. Digital Edge \$196,500 Contract 2019-011

Other Business

President Kertzman stated the RTA Destination International accreditation should be complete soon. Board Member Andrews listed important Seattle Southside Chamber of Commerce events; Celebration of Women in Business on October 23rd at Anthony's in Des Moines, Awards Dinner & Silent Auction Awards on November 8th at Crowne Plaza and the Annual Holiday Luncheon on December 13th at Rainier Golf & Country Club.

Next Meeting Date - November 7, 2019

Adjournment

- Meeting was adjourned at 4:35 pm.

Respectfully submitted,
Autumn Lingle, Operations Administrator