

Board of Directors Regular Meeting

MINUTES

March 11, 2021, 3:00pm

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

Video Conference

PUBLIC CALL IN NUMBER 1 253 215 8782

PLEASE SEE NOTE BELOW

Call to Order

Chair Maureen Huffman called the meeting to order at 3:06 pm and complimented Comptroller Pollock on her award.

Roll Call

Board Members: Maureen Huffman, Embassy Suites; Meredith Mara, Columbia Hospitality; Josh Ewing, Hilton Hotels; Tiffany Hart, Marriott International; Bob Schrader, Four Points Sheraton; Donna Rios, Radisson; Ken Stockdale, Crowne Plaza; Elissa Coterio, Westfield Southcenter

Staff: President/CEO Katherine Kertzman, Marketing & Communications Vice President Ashley Comar, Sales & Services Vice President Meagan McGuire, Comptroller Cecilia Pollock, Operations Administrator Autumn Lingle

Guest: City of SeaTac Economic Development Manager Aleksandr Yeremeyev

Public Comments*

Chair's Report

Presentation of Consent Agenda – Maureen Huffman, Board Chair

Item 1: Approval of minutes from the January 14, 2021, Regular Board Meeting.

Item 2: Approval of Auditing Official's Certificate for January 6, 2021 through March 5, 2021. Check numbers 9280 through 9331 in the amount of \$233,771.46. Electronic payments in the amount of \$572,385.53.

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

Financial Reports

Comptroller Pollock shared the January and February financial report. President/CEO Kertzman noted the King County carryover which was due to the late yearend extension. The Payroll Protection Program loan was received.

President's Report

Informational:

President/CEO Kertzman gave a staffing update about Communications Manager Nick Tolley taking a position with Tacoma Housing Authority and the RTA recruiting for his vacated position. In addition, MarCom Vice President Comar is pregnant and due at the end of July.

She continued with an update about the President/CEO search prospecting and qualifying stage to obtain ideally 8-10 candidates. RTA hopes to have a list of candidates by March 26. Qualifying candidates will be asked to submit a 2-minute video about their experience and why they would be a good fit. After the candidates are narrowed there will be a lengthy Zoom interview. Final candidates will do a site visit.

Staff Reports

Informational:

Sales & Services

VP McGuire shared a PowerPoint presentation on virtual site tour/interactive video project update.

Action:

Marketing & Communications

King County Recovery Campaign was extended through February; therefore, VP Comar stated the RTA is continuing to work on the 2021 marketing plan. Comar gave an executive presentation. Board members were encouraged to ask questions or make comments.

Board Member Stockdale asked about the shuttle service. CEO Kertzman stated that it was discussed at the HMAC meeting and we are in conversation with the City of SeaTac staff about restarting shuttle service. Over the next several weeks talks will continue.

Approve 2021 Marketing Plan as follows:

Search – Google	2/1 – 12/21	\$104,000
Social - Facebook & Instagram	4/1 – 12/21	\$74,000
YouTube	4/1 – 12/21	\$40,000
Influencers	4/1 – 12/21	\$40,000
Matador	4/1 – 12/21	\$41,000
Seattle Times	4/1 – 12/21	\$38,000
TikTok	6/1 – 8/31	\$7,000
Nectr Social	3/1 – 12/21	\$6,000

MOTION#2021-007: Board Member Cotero moved to approve the 2021 Marketing Plan, as follows, seconded by Board Member Stockdale. Passed unanimously.

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Social - Facebook & Instagram	4/1 – 12/21	\$74,000
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Executive Session – To discuss RCW 42.30.110 (:1) (b) To consider the selection of a site or the acquisition of real estate by lease or purchase.

The session was called at 3:47 and ended at 4:04pm. Attendees: Board Members: Maureen Huffman, Embassy Suites; Meredith Mara, Columbia Hospitality; Josh Ewing, Hilton Hotels; Tiffany Hart, Marriott International; Bob Schrader, Four Points Sheraton; Donna Rios, Radisson; Ken Stockdale, Crowne Plaza; Elissa Coterio, Westfield Southcenter and President/CEO Katherine Kertzman

Discussion ensued suggesting a lease extension was necessary to allow the new CEO an opportunity to weigh in on lease options and for the Board to explore various alternatives.

Agenda Amendment

MOTION#2021-008: Board Member Ewing made a motion to authorized CEO to execute lease extension to the end of October 2021, seconded by Board Member Hart. Passed unanimously.

Next Meeting Date – May 13, 2021

Adjournment at 4:08 pm.

***PLEASE NOTE:** Due to the current COVID-19 public health emergency, and social distancing protocols, pursuant to the Governor's and public health officials' orders, this meeting will be conducted virtually. The public may call in to the conference line to listen to the meeting per the details provided above. While you will be able to hear the meeting, you will not be able to participate in the meeting. You may be asked to identify yourself. Please note that if you are unable to mute your phone, everyone else on the call-in line will be able to hear you, so please refrain from speaking. If background noise or side conversations interfere with the meeting, your line may be muted or disconnected. The RTA is closed so no one will be able to physically attend this meeting.

This is a Seattle Southside RTA Board of Directors meeting and although open to the public, no public comment process is provided. If you have questions, please email them to autumn@seattlesouthside.com
Thank you!

You are invited to a Zoom webinar.

When: Mar 11, 2021 03:00 PM Pacific Time (US and Canada)

Topic: RTA Board of Directors Meeting March 11, 2021

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/85318847831?pwd=WERRdk1WNjU0dHR6bTZ6bWp0ZUtvUT09>

Passcode: 501104

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