

Board of Directors Regular Meeting

MINUTES

June 24, 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 3:05 pm

Roll Call

Attendees: Board Chair Maureen Huffman, Embassy Suites; Board Members Josh Ewing, Hilton Hotels; Donna Rios, Radisson; Bob Schrader, Marriott.

MOTION: Board member Schrader excused absent Board members Ken Stockdale, Meredith Mara, Tiffany Hart, seconded by Board member Ewing. Passed unanimously.

Staff: Mark Everton CEO/President; Cecilia Pollock, Comptroller; Ashley Comar, VP MarCom; Autumn Lingle, Operations Administrator

Guests: State Auditors Kim Nguyen, Pavath Phommachanh, Alexander Behrendt

Approve/Amend Agenda

Agenda approved as is and no amendments were made.

Public Comments*

No public comments.

State Auditors Exit Conference

State Auditors Kim Nguyen, Pavath Phommachanh, and Alexander Behrendt. Auditor Behrendt gave a PowerPoint presentation with high level documents only. He noted the auditors mission and vision statement was to increase trust in government. RTA audit received a clean opinion, and the exit items were deemed insignificant. The RTA will receive a certificate of achievement for excellence in financial reporting letter.

Chair's Report

Presentation of Consent Agenda – Maureen Huffman, Board Chair

Item 1: Approval of minutes from the May 13, 2021, Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for May 4, 2021, through June 25, 2021. Check numbers 9385 through 9444 in the amount of \$304,022.73. Electronic payments in the amount of \$246,607.97

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

Financial Reports

Discussion to Amend Resolution 2017-013, Amending the Authorized Individual for the Local Government Investment Pool

MOTION #2021-011: Board member Schrader moved to approve Resolution #2021-008, amending Resolution 2017-013, Revising the Authorized Individual for the Local Government Investment Pool (LGIP), seconded by Board member Rios. Passed unanimously.

Financial Report

Comptroller Pollock provided an overview of the financial report.

Resolution No. 2021-009 revising the 2021 amended budget approved in Resolution No. 2021-001
CEO/President Everton discussed the budget funding process for the shuttle. He noted that HMAC has adopted it and the A & F Committee recommended approval. It is slated for the city of SeaTac consent agenda in July . If approved the shuttle will start the 1st week of August, operating 4 days a week (Thursday through Sunday). It will eventually be wrapped.

MOTION #2021-012: Board member Schrader moved to approve Resolution No. 2021-009 amending the 2021 beginning fund balance and adjusting certain revenue and expenditure line items, seconded by Board member Rios. Passed unanimously.

President's Report

Informational:

Auditor Hotline Inquiry & Resolution question

The question was raised regarding inaugural employees sick pay. RTA researched this issue and found the resolution that addressed it. Auditors felt this question/issue was satisfied.

Payroll Protection Plan

In February \$240, 000 was granted by the Federal government. The US Bank Forgiveness Forbearance Program will be submitted by end of July and hopefully, the RTA will have full forgiveness in August.

Strategic Plan/Branding Preliminary Discussion

Will be discussed/created at staff retreat.

Relationship Building

CEO will schedule 1:1 meetings and quarterly breakfasts with City Economic Development staff and City Managers. A retreat for RTA staff is planned on Tuesday and ½ day on Wednesday this coming week. A professor from Highline College will address the need for more diversity, greater communication, and interaction with other government agencies to foster transparency.

Staff Reports

Informational:

Marketing & Communications

MarCom VP Comar discussed the following topics.

TBEX Plans is a travel bloggers conference and Communications Manager Jeff Powell will be attending. It will host all sorts of content creators and will be held in October. The RTA will be a sponsor, partnering with another DMO to host FAM's (possibly Bellevue).

Influencer FAMS

First visit social media FAM will have 2 multi-generational groups. There will be 3 more FAMS in July. Themes range from family to romance, foodies, outdoorsy, etc. which will feature stories of our region.

Scenes Update

The 9th Scenes video launch was about the former Nike missile site. Steve Edmiston and Ken Rogers hosted a popup video at the Quarterdeck in Des Moines. South King Media live streamed it on FaceBook. Ken Rogers gave a wonderful testimonial about the RTA.

Annual Report

A draft of the Annual Report was given to the Board of Directors and MarCom VP Comar asked for board feedback. Once draft is finalized, pictures and graphics will be added. The RTA will be redefining ROI measurements/calculations for 2022.

Sales & Services

CEO Everton substituted for Sales & Services VP McGuire and spoke on the following topics.

WTA Conference

SeaTac is hosting the Washington Tourism Authority Conference in October. It will host 300- 350 travel professionals. Events will be held Thursday – Friday. With the RTA creating incentives to stay Saturday at local hotels that are within walking distance (Marriott, Hilton, Crowne Plaza).

Whidbey Island Soccer Team/Starfire

A Whidbey Island soccer coach reached out to Noelle about a tournament and booked 20 rooms. Within 28 hours other coaches (due to word of mouth from original coach) booked 630 room nights at 2 Tukwila properties. The RTA will be reaching out to the soccer teams to see if we can send a videography to video the soccer clubs and Whidbey Island for future use.

Shuttle Update

Covered in Financial Reports above.

Next Meeting Date – *September 16, 2021*

Adjournment: Meeting adjourned at 3:58pm

***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 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!

Seattle Southside RTA is inviting you to a scheduled Zoom meeting.

Topic: RTA Agenda

Time: Jun 24, 2021, 03:00 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/81390257260?pwd=RGwvZGRVU2RpeHI0S2dXcEtwREhjZz09>

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