

**Board of Directors Regular Meeting  
MINUTES**

September 16, 2021, 3:00pm  
3100 S. 176<sup>th</sup> St., SeaTac, WA 98188  
**Video Conference**

**Call to Order**

Chair Maureen Huffman called the meeting to order at 3:04pm.

**Roll Call**

Attendees: Board Chair Maureen Huffman, Embassy Suites; Board Members Josh Ewing, Hilton Hotels; Meredith Mara, Columbia Hospitality; Bob Schrader, Marriott; Tiffany Hart, Marriott International.

**MOTION: Board member Ewing excused absent Board members Ken Stockdale and Donna Rios, seconded by Board member Schrader.**

Staff: Mark Everton CEO/President; Cecilia Pollock, Comptroller; Meagan McGuire, VP Sales & Services; Autumn Lingle, Operations Administrator; Caitlyn Shearer and Noelle Cueto, Business Development Managers

**Chair's Report**

**Presentation of Consent Agenda – Maureen Huffman, Board Chair**

Item 1: Approval of Minutes from the June 24, 2021, Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for June 26, 2021, through September 10, 2021.

Check numbers 9445 through 9500 in the amount of \$338,321.65. Electronic payments in the amount of \$242,702.53.

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

**Financial Reports**

Comptroller Pollock gave an overview of the financial reports.

**President's Report**

**Informational:**

Strategic Plan

President/CEO Everton discussed the strategic plan for one year and in addition the five-year plan, along with the anticipation of the market stabilizing.

Data Information

President/CEO Everton noted he wished to replace SeeSource with Zartico as he believes the data information will be useful

Office Lease Extension

The lease for current office space has been extended to the end of April 2022

## Board Composition

President/CEO Everton introduced (for board review) a new process for appointing/confirming board members.

### **Action Items:**

2022 Budget

Resolution No. 2021-010 Approving the 2022 Budget

**MOTION #2021-013: Board member Ewing moved to approve Resolution No. 2021-010, authorizing the 2022 Budget, seconded by Board member Mara. Passes unanimously.**

Resolution No. 2021-011, Setting the Regular Meeting Schedule for the Calendar Year 2022

**MOTION #2021-014: Board member Schrader moved to approve Resolution No. 2021-011, Setting the Regular Meeting Schedule for Calendar Year 2022, seconded by Board member Ewing. Passed unanimously.**

### **Staff Reports**

#### **Informational:**

MarCom

Social Media (Influencers)

President/CEO Everton substituted for Jeff Powell, Communications Manager, and gave a brief informational update on Influencers and current Social Media strategies, goals, and objectives.

Sales & Services

Business Development Manager Shearer touched on the Rugby 7 tournament, 6 new RFP's and she is the new commissioner for the RTA with Seattle Sports Commission.

Business Development Manager Cueto discussed Connect Marketplace: 40 appointments, which Sue from DoubleTree Hilton handled for her. She provided information about Ambassador style partnerships for shows.

### **Next Meeting Date**

October 14, 2021

### **Adjournment**

Meeting adjourned at 3:55pm

### **Scribe**

Autumn Lingle