

Board of Directors Regular Meeting

AGENDA

September 25, 2025, 3:00 pm
3100 S. 176th St., SeaTac, WA 98188
Hybrid/Video Conference

3:08 p.m. – Call to Order—*Josh Ewing, Chair*

1. Roll Call

Attendees: Josh Ewing, SeaTac Doubletree & Hilton, Mackenzie Myers, Quarterdeck, Cindy Messe, Museum of Flight, Samantha Le, Seattle Southside Chamber

**2. Excuse absent Board Members (Bob Schrader, SeaTac Marriott, Navdeep Singh, Westfield Southcenter)
Motion: Messe, 2nd by Le to excuse Schrader & Singh**

**3. Approve Agenda September 25, 2025, board meeting
Motion: Le, 2nd by Myers to approve the 9/25 agenda**

4. Public Comments

5. Chair's Report

1. Presentation of Consent Agenda – *Josh Ewing, Chair*

Item 1: Approval of Minutes from May 15, 2025, Regular Board Meeting.

Item 2: Approval of Minutes from August 14, 2025, Regular Board Meeting

Item 3: Approval of Auditing Official's Certificate for May 1, 2025, through July 31, 2025. Total disbursements in the amount of \$1,348,104.50.

MOTION: Le, 2nd by Messe to approve the approve Consent Agenda Items 1, 2 & 3.

6. President/CEO Report

1. Authorize the President/CEO to execute an agreement with One Twenty Three West Communications not to exceed \$100,000 in brand development for the SeaTac International Dining District. This project is funded by the City of SeaTac.
2. Authorize the President/CEO to execute an existing agreement amendment for 2026 with One Twenty Three West Communications not to exceed \$1,100,000 for marketing development, concept creation, and digital marketing media buys.

3. Authorize the President/CEO to negotiate and execute an agreement with Intersection Media for marketing in the light rail stations and on buses that traverse International Boulevard to market the SeaTac International Dining District in 2026 not to exceed \$300,000. This project is funded by the City of SeaTac.
4. Authorize the President/CEO to negotiate and execute an agreement with the City of SeaTac for marketing in the light rail stations during FIFA 2026 to market the SeaTac International Dining District in 2026 not to exceed \$400,000. This project is funded by the City of SeaTac.
5. Authorize the President/CEO to negotiate and execute an agreement with the City of Tukwila for marketing in the light rail stations during FIFA 2026 not to exceed \$119,275. This project is funded by the City of Tukwila.
6. Authorize the President/CEO to execute an existing contract extension covering 3 years with IDSS, a database provider, through 12/31/2027 for a total cost not to exceed \$43,000
7. Authorize the President/CEO to negotiate and execute a 2-year existing contract extension with Placer AI, a geo location data company, and include a custom data export report not to exceed \$144,000.
8. Authorize the President/CEO to negotiate and execute a 1-year existing contract extension and enhancement with Osborne Northwest Public Relations, not to exceed \$125,000.

MOTION: Ewing, 2nd by Messe to authorize the President/CEO to negotiate and/or execute agreements with One Twenty Three West, Intersection Media, City of SeaTac, City of Tukwila, IDSS, Placer AI, and Osborne Northwest PR for terms and amounts as presented.

9. 2026 Calendar of Meetings:

January 15, 2026	3:00 pm
March 19, 2026	3:00 pm
May 21, 2026	3:00 pm
August 20, 2026	3:00 pm
October 22, 2026	3:00 pm
December 17, 2026	3:00 pm

MOTION: Le, 2nd by Myers to accept the 2026 calendar of Board of Director meetings for the Seattle Southside Regional Tourism Authority.

10. The annual financial audit by the Washington State Auditor's Office is wrapping up. An audit exit meeting is expected to be scheduled soon.

7. New Business

8. Next meeting: October 16, 2025

10. Adjournment by Ewing at 3:29pm