

**Board of Directors Regular Meeting**  
**Minutes**  
December 7, 2023, 3:00pm  
3100 S. 176<sup>th</sup> St., SeaTac, WA 98188  
**Hybrid/Video Conference**

**3:02 p.m. – Call to Order—*Josh Ewing, Chair***

**1. Roll Call**

Attendees: Josh Ewing, SeaTac Doubletree & Hilton; Annie McGrath, Seattle Southside Chamber of Commerce; Bob Schrader, SeaTac Marriott; Navdeep Singh, Westfield Southcenter Mall; Cindy Messe, Museum of Flight; Meredith Mara, Columbia Hospitality.

**MOTION: Board member Schrader, Second by board member Singh to excuse absent Board Members Angela Mose, Ken Stockdale.**

Staff: Mark Everton CEO/President; Ashley Comar, VP of Marketing, Meagan McGuire, VP of Business Development

Invited Guests: Aleksandr Yeremeyev, City of SeaTac, Maria Langbauer, City of SeaTac

**2. Approve Agenda – *Motion by Schrader, Second Singh***

**3. Approve November 16, 2023 Minutes - *Motion by Schrader, Second by Singh***

**4. Public Comments – *Introduced Maria Langbauer with SeaTac Community & Econ Dev***

**5. Chair's Report - *None***

**6. President's Report – M. Everton, CEO**

**1. State of Washington Audit Report update**

The 2022 fiscal audit and the 2019-2022 accountability audit were completed by the State Auditor's Office. The fiscal audit was published on the State Auditor's website with no identified issues. The accountability audit was completed, and the auditor noted that there were no issues or discrepancies. An exit conference has been scheduled for December 20, 2023, at 11am by the State Auditor's office. The board and the public are welcome to attend the exit conference via Teams: Meeting ID: 265 207 629 691 Passcode: X7Aey3.

**2. King County Tourism Grant**

The \$425k grant application for tourism marketing funding by King County was submitted, accepted, and approved. Funding is in process.

### **3. 2023 Connect Trade Show contract expense overage**

At the February 9, 2023, RTA board meeting \$83,500 for funding of trade show registrations, sponsorships and additional marketing to meeting planners with Connect was approved. The total 2023 Connect expenditures totaled \$90,032, a 7.8% overage.

**MOTION: To approve an expenditure of \$6,532 in 2023 expenditures with Connect for a total 2023 expenditure of \$90,032.**

*Motion by Ewing, Second by Schrader*

### **4. 2024 Connect Trade Show Contract**

The anticipated 2024 trade show calendar, attendee registrations and additional marketing expenditures are expected to be \$175,000. The 2024 Connect proposal will include a 40% increase in trade shows attended, a 60% increase in 1:1 appointments with meeting planners and the ability to bring 60% more industry partners to trade shows.

**MOTION: To authorize the RTA CEO to execute a contract with Connect for trade show participation and marketing in 2024 not to exceed \$175,000.**

*Motion by Ewing, Second by McGrath*

### **5. Puget Sound Business Journal Marketing Expense.**

The RTA partnered with the Puget Sound Business Journal in 2023 to increase awareness of the Seattle Southside region to travel and meeting decision makers throughout the Puget Sound region. Focus was placed on building awareness in the east side cities of Bellevue and Redmond. The RTA board approved \$96,000 in 2023 expenditures with the PSBJ including sponsorship of the Best WA Workplaces event and ongoing advertising features.

For 2024, increased event sponsorships from 1 to 4 events and ongoing advertising are necessary to continue to build awareness of the Seattle Southside region. Negotiations are underway with the PSBJ to identify specific events and to identify the annual cost.

**MOTION: To authorize the RTA CEO to execute a contract with the Puget Sound Business Journal for event sponsorship and advertising in 2024 not to exceed \$125,000.**

*Motion by Ewing, Second by Messey*

### **6. 123 West Advertising Contract**

In 2023, the RTA board approved a \$1 million media placement contract with 123 West to provide advertising for the RTA. There is a need to increase the advertising reach and frequency to promote the Seattle Southside Region in 2024.

**MOTION: To authorize the RTA CEO to execute a contract with 123 West Advertising Agency for advertising in 2024 not to exceed \$1,200,000.**

*Motion by Ewing, Second by Mara*

### **6. COLA Annual Increase**

Each January 1, the RTA increases managerial salaries by a COLA percentage that is the mean average of the three cities' (SeaTac, Tukwila, Des Moines) salaried city employee COLA increase. The 2024 COLA increase average will be between 3-5%.

**MOTION: To authorize the RTA CEO to increase all managerial salaries to the mean average of the three cities annual COLA increase for 2024, effective January 1, not to exceed 5%.**

*Motion by Schrader, Second by McGrath*

**7. Seattle Express SeaTac Shuttle**

The RTA has a 2023/2024 lodging tax funding grant with the City of SeaTac to operate a shuttle bus between SeaTac hotels and the Westfield Southcenter. The 2024 grant provides for \$280,800 in reimbursement to the RTA for shuttle operating costs incurred. A 2024 agreement with Seattle Express is necessary.

**MOTION: To authorize the RTA CEO to execute a contract with Seattle Express to extend the existing 2023 operating agreement through 2024, not to exceed \$280,800.**

*Motion by Schrader, Second by McGrath*

**8. Other Business – None**

**9. Adjournment – 3:31pm**