

Board of Directors Regular Meeting

MINUTES

November 7, 2019

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

RTA Board Room

Call to Order

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

Roll Call

Board Members: Maureen Huffman, Embassy Suites; Elissa Cotero, Westfield Southcenter; Jill Andrews, Certified Folder; Josh Ewing, Hilton Hotels; Ben Osgood, Four Points Sheraton; Jenny Vasquez, Marriott; Donna Rios, Radisson; Ken Stockdale, Crowne Plaza.

MOTION: by Board Member Andrews, seconded by Board Member Vasquez, to excuse absent Board Member David Sullivan. Passed unanimously.

Staff: Katherine Kertzman, President/CEO; Cecilia Pollock, Comptroller; Meagan McGuire, Vice President of Sales & Partner Services; Ashley Comar, Vice President of MarCom; Lisa Schwartz, Community Relations Director; Noelle Khim and Caitlyn Shearer, Business Development Managers; Donna Bennett, Partner & Visitor Services Coordinator; Nick Tolley, Communications Manager; Autumn Lingle, Operations Administrator

Approve Agenda

MOTION: By Board Member Andrews to approve the agenda, switching Item 7A with Item 7E, seconded by Board Member Stockdale. Passed.

Public Comment

Aleksandr Yeremeyev, City of SeaTac Economic Development Strategist gave an update of the City Center plan.

Chair's Report

A. Presentation of Consent Agenda – Maureen Huffman, Board Chair

Item 1: Approval of minutes from the October 16, 2019, Regular Board Meeting

Item 2: Approval of Auditing Official's Certificate for October 7, 2019 through October 31, 2019.

Check numbers 8797 through 8837 in the amount of \$237,071.69. Electronic payments in the amount of \$48,207.87.

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

B. Financial Reports

Comptroller Cecilia Pollock provided an overview of TPA Special Assessments, Lodging Tax Collections, Interest Revenues and other miscellaneous revenue.

President's Report

Informational:

President/CEO Kertzman discussed Board of Directors Appointments Confirmed Oct. 22, 2019, City of SeaTac 2020 Budget Presentation Nov. 12, 2019, Communication Plan Overview and the Draft 2020 Business Plan

Staff Reports

Informational:

- a. Partner & Visitor Services Coordinator Bennett provided a Partner & Visitor Services update, which included new partner meetings strategy, revamping partner one on one presentations, special events i.e. Tourism Symposium on February 12 and the Regional Expert program collaborating with Highline College. In addition, 2020 goals, new self-service box outside entrance to lobby, mobile visitor center information.
- b. Business Development Managers' Shearer and Khim discussed their convention attendance, tchotchkes, sponsorships, industry involvement and the 2020 sports housing platform change.
- c. Community Relations Director Schwartz gave a Destination Development update noting Do More Save More improvements and action plans for 2020. Seattle Southside TV facts and figures, owning the region strategies, creating destination experiences, distribution of Travel Planner (hardbound edition) and Community Outreach forming a Crisis Communication Committee.
- d. Communications Manager Tolley stated he is creating a Crisis Communication Plan, which includes various emergency situations and increasing RTA video production.
- e. Website Conversion Study highlights were presented by MarCom Vice President Comar. She noted the purpose, the target audience, geographic locations, user reaction and direct website visitors. In addition, she discussed conversion rates and website influence on the user.

Destination Development Advisory Committee Update

Board Member Jenny Vasquez serves as Chair of the committee. She mentioned the tear-off map, STR Report, marketing budget and newsletter.

Next Meeting Date

January 9, 2020

Adjournment

Meeting was adjourned at 4:05 pm

Scribe

Autumn Lingle, Operations Administrator