

Board of Directors Regular Meeting

AGENDA

December 7, 2023, 3:00pm

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

Hybrid/Video Conference

PUBLIC CALL IN NUMBER +1 253 215 8782 US (Tacoma)

Meeting ID: 838 3401 7735

Passcode: 488257

PLEASE SEE NOTE BELOW

3:00 p.m. – Call to Order—*Josh Ewing, Chair*

1. Roll Call

2. Excuse absent Board Members – *Motion*

3. Approve Agenda – *Motion*

4. Approve November 16, 2023 Minutes

5. Public Comments

6. Chair's Report

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

Item 1: Approval of Minutes from the November 16, 2023, Regular Board Meeting

RECOMMENDED MOTION: I move to approve Consent Agenda Items 1

7. 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.

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

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.

RECOMMENDED 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.

4. 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.

RECOMMENDED 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.

5. 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.

RECOMMENDED 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.

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%.

RECOMMENDED 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%.

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.

RECOMMENDED 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.

8. **Other Business – Anyone**

9. **Next Meeting Date – February 8, 2023**

10. **Adjournment**

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 mark@seattlesouthside.com
Thank you!

SSRTA is inviting you to a scheduled Zoom meeting.

Topic: RTA Board Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/86147770596?pwd=QUloaTZlNk9PU1VZMCM9IQ3dKaDlkZz09>

Meeting ID: 861 4777 0596 Passcode: 754174