

Washington Tourism Marketing Authority
Minutes
SeaTac Conference Center
August 30, 2018

1. CALL TO ORDER

Ron Peck, Tourism Director for the Port of Seattle, gave welcoming remarks and stated that the Port of Seattle desires to continue to work collaboratively with the TMA to promote tourism.

Chris Green, Assistant Director of the Office of Economic Development and Competitiveness in the Department of Commerce, spoke about the role of Commerce and why tourism is important to our economy. Commerce's overarching goal is to strengthen communities and tourism is a big part of that. The role of Commerce is to administer and support this body. This body has authority and will be guiding and leading the tourism strategy to include the use of funds.

2. TREASURER'S REPORT

There was no treasurer's report.

3. SECRETARY'S REPORT

There were no previous meeting minutes to read.

4. NEW BUSINESS

RCW Review – Lynn Longan highlighted the sections of RCW 43.384 – TOURISM MARKETING AUTHORITY

Sandra Adix – The RCW states that the Authority is a public body constituting an instrumentality of the state of Washington. As such, these meetings are subject to the Public Meetings Act and there are rules regarding that. You are state officers in regards to your role as board members and are subject to the Executive Ethics Act under RCW 42.52. Lynn will distribute Sandra's emails regarding ethics to all board members.

There was discussion about how to select a chair and when the appropriate time to do so was. Sandra helped describe the typical role of chair and what that commitment might look like. The group of five eligible candidates broke for 30 minutes to discuss the Chair position. Lynn Longan and Robb Zerr from Commerce were in attendance.

a. Election of Officers

Resuming the meeting, it was announced that Judy Tuohy had offered to assume the role of chair. Judy talked a little about herself and stated she is looking forward to getting things done in an efficient and timely way.

Vijay Patel made a motion that the TMA board select Judy Tuohy as Chair and it was seconded by Anthony Anton. The motion passed unanimously.

The meeting was turned over to Ms. Tuohy, Chair.

The first order of business under the new Chair was to appoint a Vice Chair, Secretary and Treasurer.

Anthony Anton volunteered for Vice Chair.

Vijay Patel volunteered for Secretary.

Treasurer will be appointed later in the day due to no one volunteering.

Messrs. Anton and Patel were voted unanimously into their respective roles by the board.

b. Establish Committees

The following committees were established by the board.

- Bylaws Committee
Cindy Verge, Jodi Kayler, Tiffany Turner and Senator Dean Takko
- Policies Committee
Rob Sendak, Robert Lerch, Representative Bill Jenkin and Marsha Massey
- Finance (banking and administration) Committee
Vijay Patel, Robert Lerch, Anthony Anton and Judy Tuohy

c. Set Meeting Schedule

A schedule of meetings for the coming year was discussed so they could be recorded with the Washington State Code Reviser.

The following dates and locations were agreed upon:

- October 12, SeaTac
- January 10, SeaTac
- May 3, Spokane

d. Committee Reports

1. Bylaws Committee –Jodi Kayler, Chair

Needs from Commerce staff:

- state board template
- send information/draft to full Board and compile comments and edits as needed
- rough draft by mid-September
- solid draft by October meeting

2. Policies Committee – Rob Sendak, Chair (report out by Robert Lerch)

Plan is to cover internal and external policies.

- travel policy
 - meeting to quorum
 - communications
 - banking policy
 - three and five year plans
 - match funds
 - policies regarding contractor
3. Finance Committee – Vijay Patel, Chair
- reimburse Board
 - check signing
 - matching funds
 - open bank account

Rep. Jenkin made a motion to authorize the Finance committee to open a bank account. Ms. Massey seconded and it passed unanimously.

Ms. Verge made a motion that the Chair, Vice Chair and Secretary be signers on the account. Mr. Lerch seconded and it passed unanimously.

e. Marketing Plan Contract

Senator Walsh joined the meeting via telephone.

There was general discussion about whether the RFP for tourism marketing services would need to be a sole source or RFP. It was recommended by Assistant Attorney General Adix that an RFP be issued to confirm there are no other qualifying organizations that met the specific verbiage in the RCW.

Mr. Anton reported that he did a search of state non-profit organizations that had tourism in their mission. Of the 990 listed by the Secretary of State, only 75 were in Washington and only one met the legislated description of a “statewide nonprofit organization existing on June 7, 2018, whose sole purpose is marketing Washington to tourists.”

Sen. Walsh noted that she doesn’t think we should do an RFP because of expense and time if there is, in fact, only one entity that meets the requirements.

The Assistant AG said that if the TMA wanted to do a Sole Source based on Mr. Anton’s research they could do so.

Sen. Takko moved that the authority move forward and approach the Washington Tourism Alliance (WTA) for a sole-source contract in multi-year marketing services and to move forward with the development of the scope of work for such a contract.

Sen. Walsh seconded and it passed unanimously.

An ad hoc committee was put in place to help with the scope of work for the contract. Jodi Kayler, Anthony Anton, Tiffany Turner, Marsha Massey, Todd Tatum, and Robb Zerr were appointed. Todd and Robb are Advisory Committee members.

f. Robert Lerch was appointed Treasurer.

5. OLD BUSINESS

There was no old business

The meeting was adjourned at 2:50 pm.