



**SNOHOMISH COUNTY**  
Tourism Promotion Area

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## Minutes of TPA Advisory Board Meeting, dated August 17, 2021

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Members Present : Matthew Rosenthal, Chairperson – Lodging, Dist. 1  
(By ZOOM conf) Maia Kalehua – Member, Lodging, At-Large  
Sara Blayne – Member, Non-Lodging, Dist. 3  
Reshma Singh-Chand – Member, Lodging, Dist. 3  
Emily Mitchell – Member, Lodging, Dist. 4  
Julio Cortes – Member, Non-Lodging, Dist. 2  
Teresa Bitner – Member, Lodging, Dist. 5  
Jeff Bae – Member, Lodging, At-Large  
Virginia Olsen – Member, Non-Lodging, Dist. 4  
Doug Hobbs – Member, Non-Lodging, Dist. 5

Members Absent : Lindsey Machon – Member, Lodging, At-Large (assigned proxy)  
Adrienne Hall – Member, Non-Lodging, Dist. 1

Staff : Annique Bennett – Tourism Development Specialist, Parks, Recreation & Tourism  
Trudy Soriano – TPA Fund Coordinator, Parks, Recreation & Tourism  
Neepaporn Bounjaktha -- Senior Executive Management Analyst, Executives Office  
Tammy Dunn - Snohomish County Sports Commission (SCSC)  
Dan Olson – Snohomish County Sports Commission (SCSC)  
Terry Musgraves – Snohomish County Sports Commission (SCSC)

Applicants : City of Everett – 2021 Jetty Island Days, Kimberly Shelton  
Marysville Tulalip Chamber of Commerce – 2021 Brew and Cider, Yvonne Gallardo

Documents:

- Meeting Agenda
- Draft TPA Advisory Board Meeting Minutes 7.20.2021
- Jetty Island Days – 2021 TPA Grant Application
- Marysville Chamber – 2021 Brew & Cider TPA Application

**a. Opening:**

Meeting called to order at 3:05 p.m.

**b. Welcome and Introductions:**

Trudy Soriano welcomed Board members and staff to the August 2021 TPA Board Meeting.

**c. Grant Application Reviewed:**

Kimberly Shelton, with the City of Everett, presented an application for the 2021 Jetty Island Days. As part of this event, the City of Everett partners with Argosy Cruise lines, which provide ferry ride shuttles to and from Jetty Island for Jetty Island Days. Data previously collected from the event showed that about 1,000 people that attended Jetty Island Days came from 50+ miles away. The City of Everett also partnered with Snohomish County Parks Department to create a reservation system for the ferries, which will help with the city collect data moving forward. The ticket fees are used to offset the cost of renting the ferries. The additional costs associated with Jetty Island Days include programming fees for activities that take place on Jetty

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Snohomish County Department of Parks, Recreation & Tourism, 6705 Puget Park Drive, Snohomish, WA 98296

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Island for families and guests. The City of Everett is looking for grant opportunities to help make this program more sustainable for the city to host.

Ivonne Sepulveda, the CEO of the Marysville Tulalip Chamber of Commerce, presented an application for the 2021 Brew and Cider Festival. The project has been awarded some funding from the City of Marysville LTAC. Due to deficits in the budget as a result of COVID-19, the Marysville Tulalip Chamber is looking for additional funds to host the event. Marketing for the event has included ads through KRKO radio and the Everett Herald. The Cider Festival currently has six confirmed Brewery and Cideries attending, and Marysville hopes to secure an additional six before the event takes place in October.

**d. Board Business:**

- **Grant Applications – Recommendations and Votes:**

Jetty Island Days 2021 Jetty Island Days -- \$12,696.42 (full funding)	11 yes, 0 no	Approved
Marysville Tulalip Chamber of Commerce 2021 Brew and Cider Festival – no funding	11 yes, 0 no	Approved

- **Approval of Meeting Minutes:**

- Matthew Rosenthal made motion to approve minutes of the August 17, 2021 meeting, Doug Hall seconded; motion carried unanimously.

- **Board Vacancy and Roles**

- Virginia Olsen made motion to appoint Reshma Singh-Chad to the vacant Vice Chair position through the end of 2021, Matthew Rosenthal seconded; motion carried unanimously.

**e. Staff Report:**

- Tammy Dunn briefly updated the board on current estimates on room nights and revenue generated by the Sports Commission throughout 2021. Staff also reminded the board that the Snohomish County Sports Commission would be presenting their 2022 budget at the October 2021 TPA Board meeting.
- Anniqne Bennett reviewed the example event report presented by Datafy's (previously SeeSource) representative Laruen Rogers at the July TPA Board meeting. Staff outlined how these reports could provide a better understanding of the return on investment on TPA Grant dollars. The data could be used to look at past event performance and history, setting historic baselines for new events, see annual growth year over year of returning events, and set budgeting insights for TPA and the Sports Commission to grow sports tourism.
- DVA Advertising & PR presented on June and July marketing metrics for the County DMO. Site traffic to SeattleNorthCountry.com for July was higher in 2021 than 2019 or 2020. Facebook and Paid Search campaigns performed above hospitality benchmarks for click through rate and cost per click. Campaign attribution showed that a \$6,035 ad spend resulted in \$1.103M in economic impact in the county, and included 270 hotel overnights.

**f. Meeting adjourned at 3:52 p.m.**

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