



ADVISORY BOARD MEETING MINUTES

Tuesday, June 20, 2023
3:00 p.m. to 5:00 p.m.

Location – Hybrid:

Link posted on TPA website for public access

Snohomish County Executive Office:

Snohomish County
Willis D. Tucker Conference Room
3000 Rockefeller Ave.
Everett, WA 98201

Meeting called by: Advisory Board Chair

Please review: May 16, 2023 Meeting Minutes

3:00 p.m.

Welcome

Roll Call

- Board Members Present:
 - Jeff Bae
 - Teresa Bitner – Vice Chair, Lodging, Dist. 5
 - Nikki Brame
 - Jennifer Caveny – Secretary/Treasurer, Lodging, Dist. 1
 - Danielle Cavoto
 - Tyler Chism
 - Sarah Cho - Member, Non-Lodging, Dist. 1
 - Doug Hobbs – Member, Non-Lodging, Dist. 5 – Absent – Tyler Chism proxy
 - Janet Pope – Member, Non-Lodging, Dist. 3
 - Mike West – Chair, Lodging, Dist. 2
 - Kiel Whitney
- Staff Present:
 - Simreet Dhaliwal – Snohomish County Executive's Office
 - Trudy Soriano – Snohomish County Executive's Office
 - Tammy Dunn - Snohomish County Sports Commission (SCSC) - DMO Agency of Record
 - Amy Coelsch– DVA – DMO Agency of Record
 - Christian Folk– DVA – DMO Agency of Record
 - Nathan Caferro - Snohomish County Sports Commission (SCSC) - DMO Agency of Record
 - Rachel Lane - Snohomish County Sports Commission (SCSC) - DMO Agency of Record
- Presenters Present:
 - Ryan Crowther – Cruzin' to Colby
 - Annique Bennett – Snohomish County Department of Conservation and Natural Resources

3:10 p.m. – 5:00 p.m.

Grant Applications:

- Rock the Boat
 - Ryan Crowther: Rock the Boat is an outdoor summer concert series with high value lineups. This year, they are partnering with the Port of Everett to bring Clint Black. There are over a thousand tickets sold so far. The request from the TPA is for supplemental marketing expenses. This can help increase ticket sales. Marketing events like these will showcase the destination, the Port, and the hotels around the area.
 - Jennifer Caveny: How many people can the venue accommodate?
 - Ryan: It can accommodate around 2000.
 - Mike West: There is \$25000 in the ask, \$15000 is for marketing. What exactly are we buying in the \$15,000 buying? What does artist fee mean?
 - Ryan: Artists costs money, this money will add to that. This will leverage existing marketing channels to get into radio campaign and digital campaign so that other funds can be used for the artist costs.
 - Jennifer: Is the ask for 20,000 as it says on the first page or for 25,000 as it is the budget line?
 - Ryan: It is for \$25,000.
 - Janet Pope: Are you going to have to recreate the infrastructure that you are using these funds for?
 - Ryan: No, this will be only for this one as it is a pop-up production.
 - Tyler Chism: Will you explain more about the organization?
 - Ryan: It is tied to Cruzin' to Colby and the Everett music initiative. The organization has developed good agency relationships in the last 11 years and have found appropriate venues and performers.
 - Jennifer: Your event is less than a month away. How much advertising can you get done before then? Would you be concerned about having ma capacity right out the gate?
 - This the fifth rock the boat and the 8th show we've done at box car park. Those were around 1400 and going to 2000 won't be that much bigger of a jump.

Board Business:

- Grant Applications
 - Rock the Boat
 - Tyler Chism: Thinking about hoteliers, do you see any promotions to try and fill the hotels?
 - Mike West: I'm a little skeptical about the timing since this ask is coming 3 weeks from the concert. The level of artists should be marketing in itself.
 - Janet Pope: I am worried about the costs for artist and the timing of the request. There is also a question of whether this will generate overnight visits. On the administration side, how do we know what expenses the funds are being used for?

- Christian: This campaign has been live for a month now but can't be seen locally. The direct flight markets (San Diego, Las Vegas, Phoenix) and drive markets are the one that are seeing this. Total combined economic impact for Snohomish County is \$645,945. That is spread across food and beverage, lodging, and transportation.
 - Tyler: Where did you get the number for the average visitor spend?
 - Christian: When you look that average length of stay, the average is 2 days. This is a conservative estimation.
 - 2024 Budget
 - Mike: Next item on the agenda is the 2024 budget. Trudy gave an overview last month of what Leadership and staff were envisioning for 2024. I'll turn it over to Simreet now to walk us through it again and hopefully we can vote on the proposed budget today.
 - Simreet: The Advisory Board is voting to confirm the expected expenditures for the 2024 fiscal year.
 - Jennifer: Are we voting on the expected revenues as well? There is a chance that those will be higher.
 - Simreet: No, this motion is only for expected expenditures as county staff begins to prepare the budget for 2024.
 - Jennifer Caveny moved to approve, Teresa Bitner seconded. Motion passes unanimously.
 - May Board Meeting Minutes
 - Janet Pope moved to approve, Danielle Cavoto seconded. Motion passes unanimously.

5:00 p.m.

Conclusion
