



ADVISORY BOARD MEETING MINUTES

Tuesday, September 19, 2023
3:00 p.m. to 5:00 p.m.

Location – Hybrid:

Link posted on TPA website for public access

Snohomish County Executive Office:

Embassy Suites by Hilton Seattle Lynnwood
20610 44th Ave West
Lynnwood, WA 98036

Meeting called by: Advisory Board Chair

Please review: July 18, 2023 Meeting Minutes

3:00 p.m.

Welcome

Roll Call

- Board Members Present:
 - Teresa Bitner – present
 - Nikki Brame - present
 - Jennifer Caveny – present
 - Tyler Chism – present
 - Sarah Cho - present
 - Doug Hobbs – present
 - Janet Pope – present
 - Mike West – present
 - Jeff Bae – present
 - Danielle Cavoto - absent
- Staff Present:
 - Simreet Dhaliwal – Snohomish County Executive's Office
 - Brian Doyle - Snohomish County Executive's Office
 - Trudy Soriano – Snohomish County Executive's Office
 - Tammy Dunn - Snohomish County Sports Commission (SCSC) - DMO Agency of Record
 - Rachel Lane - Snohomish County Sports Commission (SCSC) - DMO Agency of Record
 - Nathan Caferro - Snohomish County Sports Commission (SCSC) - DMO Agency of Record
 - Amy Coelsch – DVA – DMO Agency of Record
 - Justin Yax – DVA – DMO Agency of Record
 - Nina Braga – DVA – DMO Agency of Record
- Presenters Present:
 - Cherie Bortnick – Spartan Race
 - Jake Jorgenson – RRC Associates
 - Jeremy Sage - RRC Associates

3:10 p.m. – 5:00 p.m.

Board Business and Grant Applications:

- Mike West: We have two grant application presentations today. As a reminder, we have ten minutes allocated to each presentation including questions and answers. Since the grant applicants are not here yet, we will start with introducing RRC Associates. RRC has been awarded the bid to lead the TPA Analysis and Recommendations study to help the TPA in understanding best practices across the state and how to better use our funds.
- Jeremy Sage: RRC Associates is going to be leading this study by looking into the history and other TPAs. This is going to be a lengthy process that will take several months and conversations. Engagement from the advisory board will be crucial.
 - Tyler Chism: What does the scope look like?
 - Jeremy: Right now we have kind of an open-ended scope.
 - Simreet Dhaliwal: They had an RFP proposal that they can share.
 - Jake Jorgenson: Most of the scope will be draft by looking at recent comparative analyses of TPA across the state and country.
- Grant Application of Spartan Race
 - Cherie Bortnick: Spartan Race is the largest endurance company globally. Spartan Race drives participation from across the US. We have been funded by TPA since 2015. We would like to hone in on sports tourism and encourage folks to get out into the community. We are collaborating with sports commission on marketing across the county. This application is asking for \$75k for marketing expenditures and will see additional 600 athletes come from all over the U.S.
 - Tyler: This race is the NW race, correct?
 - Cherie: Yes, we are no longer doing the Portland one so there is an uptick in attendance for the Snohomish County one.
 - Tyler: How do you come up with the room nights number? How do you track overnight stays?
 - Cherie: We're able to cast the scope and include the national through marketing dollars. Outside the NW area. The sports commission tracks through STR and post-event surveys.

Board Business:

- Grant Applications
 - Mike: Are there any questions or comments on the Spartan Race application?
 - Janet Pope: It would be good to have the DI calculator or datafy to show whether the room nights match but otherwise support.
 - Mike: There is a long history of support and would like to continue to support.
 - Tyler: Would like to see them continue taper down the ask. For now, the TPA would like to continue being a strong partner.
 - Jennifer Caveny: I agree but next year we can discuss make it less.
 - Jeff Bae: I also support full funding.
 - Nikki Brame moves to approve full funding, Tyler seconds. Motion passes unanimously.
- DVA Public Relations
 - Up next, we have Justin and Nina from DVA here. They work alongside the marketing production team to attract journalists and reporters to help

showcase the county in various media outlets. Justin and Nina, would you like to explain more?

- Nina Braga and Justin Yax: We have been in contact with some of you to help promote the county to attract the media. We are working with Seattle NorthCountry since 2019. We had to start at a basic level to promote the county. Media visits are at a point where we're seeing a commitment from media and journalists. The largest obstacle is securing lodging for the media.
 - Tyler Chism: As Everett looks at datafy, we look at the county to lead. We've seen a huge uptick in visitation numbers. We are gonna set aside LTAC money at the county to help incentivize lodging for media. Let the city know how we can feed stories.
- DI Calculator Update
 - Simreet: As a follow up to the July conversation, we will be holding on adopting the DI calculator as it seems that they cannot do a pilot for six months. We will reassess in 2024.
- July Board Meeting Minutes
 - Jennifer Caveny moved to approve; Sarah Cho seconded. Motion passes unanimously.

5:00 p.m.

Conclusion
