



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated March 16, 2021

Members Present : Sheldon Johnson – Vice Chair, Lodging, Dist 2
(By ZOOM conf) Tim Cordodor – Secretary, Lodging, At-Large
Julio Cortes – Member, Non-Lodging, Dist. 2
Sara Blayne – Member, Non-Lodging, Dist. 3
Jeff Bae – Member, Lodging, At-Large
Virginia Olsen – Member, Non-Lodging, Dist. 4

Members Absent : Matthew Rosenthal, Chairperson – Lodging, Dist. 1
Reshma Singh-Chand – Member, Lodging, At-Large
Maia Kalehua – Member, Lodging, At-Large, assigned proxy to Tim Cordodor
Adrienne Hall – Member, Non-Lodging, Dist. 1
Doug Hobbs – Member, Non-Lodging, Dist. 5

Staff : Tom Teigen – Department Director, Parks, Recreation & Tourism
Bridgid Smith – Administration and Tourism Division Manager, Parks, Recreation & Tourism
Annique Bennett – Tourism Development Specialist, Parks, Recreation & Tourism
Carol Peterson – Interim Tourism Promotion Coordinator
Tammy Dunn - Snohomish County Sports Commission (SCSC)
Trudy Soriano – Public Involvement Associate, Parks, Recreation & Tourism

Applicants : Everett Jets FC – 2021 Inaugural Evergreen Premier League Soccer Season

Documents:

- Meeting agenda
- Draft Minutes from TPA Advisory Board Meeting on February 19, 2021
- Everett Jets FC – 2021 Inaugural Evergreen Premier League Soccer Season

1. Opening:

Meeting called to order at 3:02 p.m.

2. Welcome and Introductions:

Carol Peterson welcomed Board members and staff to the March 2021 TPA Board Meeting. She reminded everyone that this virtual ZOOM TPA board meeting was being recorded.

3. Grant Application Reviewed:

Marco Mummey, Co-Executive Director of the Everett Jets FC, presented an application for the 2021 inaugural semi-pro Evergreen Premier League soccer season in Everett. The application is a one-year request for \$5,000. The exhibition season will take place from April – May 2021, with away teams traveling from Tacoma, Olympia, and Centralia. The regular season will take place from June-July 2021, with away teams expected to travel from Bellingham, Vancouver, Yakima, Tri-Cities, and Spokane. The Everett Jets FC anticipates working with the away teams to schedule overnights and offer discounted hotel rates for away team players or help pay the costs to encourage overnights. For tracking purposes, Everett Jets FC is requiring a COVID sign in sheet, which they will also use to survey the number of overnight stays and will ask for a report from away teams to report final numbers of hotel rooms purchased. The TPA grant would be used for marketing and facility rentals, including the stadium and equipment. Marco explained that the Everett Jets FC were hoping to become more financially independent but were hoping to get support for the first and potentially second year. The project is estimated to draw 200 room nights to the County, which would include away team players, staff, families, and friends.

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

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4. Board Business:

a. Grant Applications – Recommendations and Votes:

- Everett Jets FC 2021 Soccer Season (full funding \$5,000-1 year) 7 yes, 0 no Approved
- Virginia Olsen made motion to approve application for full funding, Sheldon Johnson seconded; motion carried unanimously.

b. Approval of Meeting Minutes:

- Tim Cordodor made motion to approve minutes of the January 19, 2021 meeting, Sheldon Johnson seconded; motion carried unanimously.

c. Board Vacancies

- Currently have three board vacancies – District 3, 4, and 5 lodging
 - Lindsey MaChon – Courtyard Marriott (potentially at large)
 - Emily Mitchell – HEI in Bothell (district 4)
- Applications will need to be submitted to the County Council before approval, and can be discussed and voted on at the next TPA board meeting.
- Staff Carol Peterson explained that if the board shifted a current member into the District 3 position, that would leave room for an at large new board member.
- District 5 is currently the only position the TPA board does not have a candidate for.
- Staff Carol Peterson clarified that it is preferred that candidates work in the designated district, however if they only lived in the designated district they would also qualify for the position.

d. Board Positions

- A board member requested that the TPA revisit board positions at the next meeting

5. Staff Report:

Bridgid reviewed the transition to the Department of Natural Resources and Conservation, which would bring together Parks, Recreation and Tourism and Surface Water Management under one department, both reporting to Tom Teigen. Bridgid also informed the TPA Board that the department has some staffing role changes, which included Trudy Soriano taking over the facilitation of both the TPA Board and Lodging Tax Advisory Committee. Finally, staff Bridgid expressed to the board that in May she would review the five-year plan.

Annie Bennett reported that County occupancy rates were ticking up over the last few weeks, with a majority of visitors coming from drive markets. Currently the County DMO is running social media ads, with the hope to increase programmatic distribution. Members of the board requested that DVA Advertising present the Seattle NorthCountry marketing campaign at the next board meeting.

Tammy Dunn gave an overview of the overnight booking pace from events fostered through the Snohomish County Sports Commission, as of the end of 2020. There were 7,810 definite room nights that have been booked for 2021. There are also a significant number of tentative room nights booked, which Tammy anticipates will be secured soon. Definite rooms have also been booked out for 2022 and 2023. Staff Tammy Dunn also updated the board that there have been recent staff changes within the Sports Commission. Including a recent hire for the Sports Development Manager position, Tammy Dunn expects to keep the Sports Commission team to three rather than four staff members for 2021. Discussion occurred around the booking pace of 2021 and 2022. Tammy explained that the booking rate was on schedule, recognizing that 2019 was a specifically good year.

The next LTAC meeting is going to be held on April 20, 2021. The Zoom link will be provided.

6. Meeting adjourned at 3:58 p.m.

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