



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated October 20, 2020

- Members Present : Shawn Walker, Chairperson – Lodging, At-Large
(By ZOOM conf) Georgia Borg-Leon, Secretary – Lodging, Dist. 3
Julio Cortes – Member, Non-Lodging, Dist. 2
Dale Gellner – Member, Non-Lodging, Dist. 3
Maia Kalehua – Member, Lodging, At-Large
Veronica Verge – Member, Lodging, At-Large
Doug Hobbs – Member, Non-Lodging, Dist. 5
Virginia Olsen – Member, Non-Lodging, Dist. 4 – left early, proxy assigned to Julio Cortes
Sheldon Johnson – Member, Lodging, Dist 2
- Members Absent : Matthew Rosenthal, Vice Chairperson – Lodging, Dist. 1 – assigned proxy vote to Veronica Verge
Reshma Singh-Chand – Member, Lodging, Dist. 4
Adrienne Hall – Member, Non-Lodging, Dist. 1 – assigned proxy vote to Virginia Olsen
Jay Ohm – Member, Lodging, At-Large
- 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, Terry Musgrave, Tyler Allen, Justin Smith - Snohomish County Sports Commission (SCSC)
- Applicants : Snohomish County Sports Commission – 2021 Proposed Budget
- Documents:
- Meeting agenda
 - Draft Minutes from TPA Advisory Board Meeting on September 15, 2020
 - Snohomish County Sports Commission – 2021 Proposed Budget
 - 2020 TPA Business Plan (to review for 2021)
 - 2020 Board Member Matrix
 - Jeff Bae Board Member Application
 - Five Year Plan
 - Voting Tally for Zoom conferencing board members

1. Opening:

Meeting called to order at 3:04 p.m.

2. Welcome and Introductions:

Carol Peterson welcomed Board members and staff to the October 20, 2020 virtual ZOOM TPA board meeting and notified the participants that the meeting was being recorded. It was also stated that the November 17, 2020 board meeting would be the last one of 2020.

3. Grant Applications Reviewed:

Tammy Dunn from the Snohomish County Sports Commission (SCSC) presented her 2021 Proposed Budget Application to the TPA Board. Tammy introduced her SCSC board of directors who were present: Garet Studer (Chair), Cindy Compoc, Jill Meis, Dave Hall, and Sheldon Johnson. SCSC is requesting \$438,150 to fund their 2021 operating budget, which includes marketing, advertising, sports development, tradeshow and travel, operations, and wages and benefits. This way the SCSC can continue to promote Snohomish County and stay competitive in the sports tourism industry, while other areas like Tumwater and Idaho are already hosting local tournaments. The SCSC is in recovery mode and although they cannot host tournaments currently in Snohomish County, they are working diligently to book events for 2021, 2022, and beyond. 2020 has been an unprecedented year where the SCSC has lost/cancelled 82 events due to COVID-19. SCSC has been good stewards of their 2020 budget and

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

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were able to show cost savings of approximately \$170,000. The SCSC received a PPP loan which allowed them to bring back staff through the end of December 2020, at no cost towards the 2020 budget.

Board members asked for clarification on the 2021 bonus structure, as well as how the budget may change if things are delayed, or if they can't get bookings, etc. How will she modify her spend? Different scenarios have been discussed with her board and they will continue to do their due diligence for cost savings. The Board also asked if the board has the ability to go in and review/amend the budget, if the state remains closed down throughout 2021, or if they approve it at \$438,150, is that a done deal with no changes? It was clarified that this could be a provision of the approval to have a monthly/quarterly review of the budget. A board member also clarified how "definite bookings" are recorded as revenue in one year, but could be for an event in 2021, 2022 or beyond, but it's important to show in the current year budget so that the board can see that SCSC needs the budget now in order to continue to get bookings for future years.

4. Board Business:

a. Grant Applications – Recommendations and Votes:

- SCSC 2021 Budget (w/ provision of a quarterly forecast review by board): –
full funding of \$438,150 11 yes, 0 no Approved
- Jeff Bae Board Member Application (effective 1/1/2021) 11 yes, 0 no Approved

b. Approval of Meeting Minutes:

- Virginia Olsen made motion to approve minutes of the September 15, 2020 meeting, Veronica Verge seconded; motion carried unanimously.

5. Staff Reports:

Bridgid Smith presented the TPA Five Year Plan to the board. For 2019 these are actual revenues and expenses, with a balance ending of \$4,079,751. In 2020 we collected about \$605,000 to date, so a projection out to the end of the year was done at \$850,000, which is about 37% of pre-COVID. The hotel industry shows about a 45-50% capacity rate, but the TPA rate is only collected on hotels with 50 or more rooms, which seemed to be the hardest hit due to COVID. The majority of grants approved for 2020 were returned due to cancelled events from COVID, so only \$10,376 was actually expensed. This will leave an ending balance in 2020 of approximately \$4,584,963. Going into 2021 it was projected at 65% of pre-COVID numbers, and the project figures were estimated at \$750,000, which is just a place holder. It's estimated high to provide spending authority for the board if during the year a big project comes up that they want to support. This 2021 budget will be getting approved by Council in mid-November. The 2022 – 2025 figures are just estimates, based on worst case scenario, and open to discussion. One other note is the Opportunity/Destination Management line for 2023, where it has increased based on the plan discussed for the Destination Marketing Team to be covered by TPA once the LTAC committee takes on debt for the building of a sports complex. As projected out through 2025 it is clear that there is a very healthy fund balance in the TPA Fund. Shawn Walker stated that the hotel industry is projecting a rough first quarter of 2021, similar to 2020, and then finishing off the year at about 65-70% of pre-COVID figures. In 2022 they are projecting 85%.

The 2020 Business Plan was reviewed by the board to make necessary changes for the 2021 Business Plan. Staff will update with 2021 changes and present to the board for approval at the November board meeting.

Motion #1: Shawn Walker motioned to adopt the Five Year Plan as written, with the change to strike the words "Destination Management" from line item "Opportunity and/or Destination Management". Maia Kalehua seconded. Motion approved unanimously. A request was also made to separate the line items to show the second \$1.00 collected as a separate line item.

Board vacancies were discussed. Three board members, Shawn Walker, Georgia Borg-Leon and Dale Gellner will be reaching their term limits on December 31, 2020. Suggestions for possible replacements were stated and an application will be sent out for Shawn and Georgia to share. Tammy Dunn will work on possible suggestions for Dale's position (possibly from Lynnwood Parks). An application by Jeff Bae was received and reviewed by the board for Jay Ohm's vacant position.

Staff Report: Tom Teigen spoke for the County and thanked all three board members for their nine years of service on the board and are so appreciative of the service they have provided to the board and the hotel industry. He also announced the new combined Department of Natural Resources and Conservation that is being worked on currently, joining the Parks Recreation & Tourism, Energy & Sustainability, and Surface Water Management departments.

The next LTAC meeting is going to be held on October 27, 2020 and all TPA Board members are welcome to join in the meeting. The link to the Zoom meeting will be provided.

6. Meeting adjourned at 4:55 p.m.

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