



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated October 15, 2019

- Members Present :** Shawn Walker – Chair, Lodging, At-Large
Mary Fischer – Member, Lodging, Dist. 2
Dale Gellner – Member, Non-Lodging, Dist. 3
Adrienne Hall – Member, Non-Lodging, Dist. 1
Doug Hobbs – Member, Non-Lodging, Dist. 5
Virginia Olsen – Member, Non-Lodging, Dist. 4
Matthew Rosenthal – Member, Lodging, Dist. 1
Reshma Singh-Chand – Member, Lodging, Dist. 4
Veronica Verge – Member, Lodging, At-Large
- Members Absent :** Georgia Borg-Leon – Secretary, Lodging, Dist. 3
Julio Cortes – Member, Non-Lodging, Dist. 2 – proxy assigned to Mary Fischer
Jay Ohm – Member, Lodging, At-Large – proxy assigned to Shawn Walker
- Staff :** Tom Teigen – Department Director, Parks, Recreation & Tourism
Bridgid Smith – Administration and Tourism Division Manager, Parks, Recreation & Tourism
Rich Huebner – Tourism Promotion Coordinator
Annique Bennett – Tourism Development Specialist, Parks, Recreation & Tourism
Tammy Dunn – Executive Director, Snohomish County Sports Commission (SCSC)
Terry Musgrave – Interim Executive Director, Snohomish County Tourism Bureau (SCTB)
- Guests :** Sara Blayne – Chair, SCTB Board of Directors
Tim Cordodor – Member, SCTB Board of Directors / Vice President, Snohomish County Lodging Assoc.
- Applicant :** Mel Clark – Disc NW
- Documents:**
- Meeting agenda
 - Draft Minutes from TPA Advisory Board Meeting on September 17, 2019
 - Disc NW Grant Application: YES (Youth Elite Summer) Futures National Ultimate Invitational
 - Snohomish County Sports Commission Application: 2020 Budget
 - Snohomish County Sports Commission 2020 Budget Breakdown

Opening:

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

1. Welcome and Introductions – Rich Huebner and Chair Walker welcomed applicant Mel Clark, new Advisory Board members Adrienne Hall and Virginia Olsen, and guests Sara Blayne and Tim Cordodor.

2. Grant Applications Reviewed:

Mel Clark, Executive Director, presented an application on behalf of Disc NW for the 2020 Youth Elite Summer (YES) Futures national Ultimate Invitational. Disc NW is a Seattle-based organization aimed with increasing participation and awareness of the sport of Ultimate Frisbee at all levels. Disc NW is planning to host a Youth Elite Summer Futures National Invitational Tournament at Stocker Fields in Snohomish, August 8-10, 2020. 40-50 youth teams, each with approximately 20 players and additional coaches and chaperones, are expected to compete, with 85% travelling from 50 miles or more; teams will travel regionally and nationally, from locations such as Boston, Portland, the San Francisco Bay Area and Washington, D.C. Disc NW's teams will also be staying in local hotels for the duration of the event. Disc NW is requesting \$43,900 in financial assistance: \$20,000 for Field Rental; \$8,000 for Tent, Table and Chair Rentals; \$5,000 for Athletic Trainers and EMTs; \$3,500 for Golf Cart Rentals; \$3,000 for Participant Food; \$2,400 for Portable Restroom Rental and Cleaning; \$1,000 for City Police and Merchandise Tent security services; and \$1,000 for rental of a truck to transport event equipment.

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Snohomish County Economic Development, 6705 Puget Park Drive, Snohomish, WA 98296

The minutes of the Snohomish County TPA Advisory Board are intended to be a reasonable summary of its deliberations and actions. The minutes are not a verbatim record of everything said at the meeting. The minutes include all actions take by the Advisory Board.

Tammy Dunn presented an application on behalf of the Snohomish County Sports Commission for its 2020 operating budget. The Sports Commission's overall request is for \$481,920, an increase of \$89,506 from its 2019 budget. Most of the increase (\$85,536) is in the area of Wages and Benefits, which would include the addition of a fourth staff member, an Administrative and Sales Coordinator. This new staff member would be responsible for performing the bookkeeping and human resources functions, manage online functions including event calendar and social media posts, oversee communication with hotels and connection with regional partners through the Snohomish County Tourism Alliance (SCTA), and provide administrative support to the Executive Director and Sports Development Managers (including office paperwork, volunteer recruitment, website updates and landing page creation, and developing site tour and fam tour itineraries). Tammy projects that in 2020 the Sports Commission will secure 29,000 room nights with the addition of the proposed fourth staff member, and 22,000 room nights without. The budget proposal breaks down as follows: \$346,820 for Wages and Benefits; \$58,850 for Tradeshows and Travel; \$35,700 for Advertising and Marketing; \$26,700 for Operational Expenses; and \$13,850 for Sports Development.

Chair Walker asked Sara Blayne if the SCTB will allow the County to contract directly with the Amateur Athletics Commission of Snohomish County (d.b.a., the Snohomish County Sports Commission). The Commission is an incorporated non-profit entity, of which the SCTB is the sole member. Sara stated that such an arrangement would be allowed by the SCTB, and that Tammy was promoted to Executive Director by the SCTB to provide her with contracting authority. Sara also shared with the Advisory Board a letter from the SCTB Board of Directors, advising that the SCTB would continue to operate as a 501(c)(6) non-profit and retain its sole membership in the Snohomish County Sports Commission, but that it does not desire to operate the Sports Commission. As noted in the letter, the SCTB bylaws allow the Snohomish County Sports Commission Board of Directors to operate the Sports Commission as it sees fit.

Upon review, Advisory Board members asked Tammy to complete the following revisions and return in November:

- Add a one-page summary sheet to the front of the budget breakdown.
- Provide actual year-end room nights for 2019 and projections for 2020.
- Provide actual year-end hotel revenue for 2019, utilizing the monthly Average Daily Rate (ADR) as provided in the Snohomish County Smith Travel Research (STR) Report.
- A breakdown of travel costs by individual instance.
- A breakdown of individual staff member salaries.
- A breakdown or quote for the Medical/Dental and Disability Insurance items of the Employee Benefits section.
- Zero-out the line items included on page 7 that would be funded by the Snohomish County Department of Parks, Recreation and Tourism through is Lodging Tax-funded budget.

3. Grant Applications – Recommendations and Vote:

- Disc NW Youth Elite Summer (YES) Futures National Ultimate Invitational – partial funding of \$30,000 11 yes, 0 no Approved
- Snohomish County Sports Commission 2020 Budget – tabled for further review in November

4. Staff Report:

Rich Huebner reported that since the September 17 meeting, the Cities of Everett (September 25) and Lynnwood (October 14) have approved the amended Interlocal Agreement (ILA) allowing for the assessment increase to \$2.00 per night; seven of the nine TPA-collecting cities (Arlington, Everett, Lynnwood, Marysville, Monroe, Mountlake Terrace and Mukilteo) have now approved the updated ILA. Rich has been coordinating with City of Edmonds Economic Development and Community Services Director Patrick Doherty on getting the ILA amendment proposal on the Edmonds City Council agenda; that is currently targeted for early November. Due to feedback that the proposal would be better suited for after the election, the City of Bothell has rescheduled the County's presentation to the City Council, originally scheduled for the evening of October 15, to December 3.

Rich also reported that election of a new Vice Chair, planned for this meeting, has been tabled and rescheduled for the January meeting. As the Advisory Board generally does not meet in December, a Vice Chair elected in October would only serve in that capacity for one meeting (November) before the full slate of officers is newly elected in January as required by the bylaws.

5. Board Business:

Mary Fischer made motion, Chair Walker 2nd to approve minutes of September 15, 2019 meeting; approved unanimously.

Due to the anticipated high volume of the November agenda, Chair Walker suggested starting the November meeting at 2:00 p.m.; all members present indicated agreement. Per request from a member, Rich Huebner will send an Outlook invitation reminder to all members tomorrow (October 16).

6. Meeting adjourned at 5:20 p.m.

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