

Minutes of TPA Advisory Board Meeting, dated November 17, 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

Jay Ohm – 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

Matthew Rosenthal, Vice Chairperson – Lodging, Dist. 1

Adrienne Hall – Member, Non-Lodging, Dist. 1

Members Absent : Reshma Singh-Chand – Member, Lodging, Dist. 4

Veronica Verge – 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 - Snohomish County Sports Commission (SCSC)

Applicants : Spartan Race – Trifecta Weekend; Beast, Super, Sprint Trail & Kids Race

Snohomish County Sports Commission – 2022 or 2023 IIHF U18 Women’s World Championships

Seattle NorthCountry.com – Microsites & Services

Documents:

* Meeting agenda
* Draft Minutes from TPA Advisory Board Meeting on October 20, 2020
* Snohomish County Sports Commission – IIHF U18 Women’s Application
* Spartan Race – Trifecta Weekend Application
* Seattle NorthCountry – Microsites & Services Application
* 2021 Business Plan
* 2020 Board Member Matrix
* Tim Cordodor, Julie Horrigan & Sara Blayne Board Member Applications
* Voting Tally for Zoom conferencing board members

1. **Opening:**

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

1. **Welcome and Introductions**:

Carol Peterson welcomed Board members and staff to the November 17, 2020 virtual ZOOM TPA board meeting and notified the participants that the meeting was being recorded. It was also stated there will be no board meeting on December 15, 2020.

1. **Grant Applications Reviewed:**

Cherie Bortnick from Spartan Race presented her 2021 Trifecta Weekend Race to the TPA Board. She mentioned how the 2020 event had to be cancelled due to COVID and they are planning on downsizing the number of events in the U.S. from 67 to 54 for 2021 to drive traffic to their events and make them bigger. Create some scarcity. They will be hosting a Trifecta event over three days as well as a Trail Race on the Sunday. There will only be two of these events in the U.S. one in Snohomish and one in Hawaii, so they are expecting a big turnout, along with the fact that many races were cancelled in 2020 so participants are anxious to get back to racing. Spartan Race is expecting approximately 8,000 room nights over this three-day event. In 2021 there will be a whole new aspect for marketing the event due to COVID guidelines and trying to reconnect with participants after being off for a year. She also mentioned the high rental costs for venue space as well as costs needed to provide shuttle services. Board member asked about coordinating marketing strategies and Cherie assured the board that they are using aRES on their sight to connect participants with hotel registrations in Snohomish County, instead of King County. Asking for $75,000 of support.

Tammy Dunn from the Snohomish County Sports Commission (SCSC) presented her application for the 2022 IIHF (International Ice Hockey Federation) U18 Women’s Championship and to ask for financial assistance to cover facility costs, including ice rink rental for 8 days, and operational expenses for ushers, box office, cleaning, tech services, internet, etc. This is one of the top events on the International Ice Hockey Federation championship series calendar and the last time the U.S. was able to host this event was back in 2015. Teams from eight different countries will be competing over eight days at the Angel of the Winds Arena, January 9 -16, 2022. This will be a round robin tournament, with a playoff series held afterwards. The competition needs two separate sheets of ice for the competition and Angels of the Wind Arena is perfect for this, since it’s only one venue that already has two separate sheets of ice, which makes Snohomish County more favorable for this bid proposal. Approximately 2000 room nights are predicted for this event. The IIHF stated that they may award the 2021 competition to Sweden since they were supposed to host in 2020, so if that occurs, then this application would be for the 2023 event. Asking for $100,000 of support. Questions arose from board in regards to reaching out to City of Everett LTAC funds.

Annique Bennett and Christian Faulk, Seattle NorthCountry DMO & DVA, presented their application for the Microsites & Services. They are requesting funds to build six new Seattle NorthCountry microsites with curated booking engines, which would cost $16,500 each, for a total ask of $99,200. They believe these microsites with booking engines will be an effective means to help with targeted marketing and bringing back the lost overnight stays from 2020. An example was shown of a current microsite in development for the Upper Skykomish River Valley region. The five other sites will include Aviation District, City of Marysville, City of Arlington, City of Monroe, City of Snohomish, And Upper Stillaguamish River Valley. These sites will provide more detailed marketing for each of the areas which don’t have enough funding for their own marketing team. It will take approximately 2 months for each site to be developed. The main focus is to provide direct clicks into very specific lodging sites within close proximity to each area’s main attractions. A curated list of lodging sites within each microsite will be developed.

The board wants to make sure that it doesn’t single out specific hotels and instead allows all Snohomish lodging partners access. Since Lynnwood and Everett hotels aren’t part of these microsites, will they be eliminated from the lists? A board member asked for approximate hours to design/engineering/development each site. 95 hours per site was estimated. A large portion of these hours will be for design and content creation. Design is 3/5 and 1/5 content, and 1/5 engineering. Another board member asked if the DMO had shopped around for this, or put out an RFP/RFQ for this work?

1. **Board Business:**
   1. **Grant Applications – Recommendations and Votes:**

* Spartan Race (full funding at $75,000) 11 yes, 0 no Approved
* SCSC IIHF U18 Women’s Championship (full funding of $100,000)11 yes, 0 no Approved
* Seattle NorthCountry Microsites & Services (full funding $99,200) no vote
  + Board decided to hold/table a vote until next meeting with more details
  1. **Approval of Meeting Minutes:**
* Matthew Rosenthal made motion to approve minutes of the October 20, 2020 meeting, Sheldon Johnson seconded; motion carried unanimously.
  1. **Approval of 2021 TPA Business Plan:**
* Georgia Borg-Leon made motion to approve the 2021 TPA Business Plan, Shawn Walker seconded; motion carried unanimously.
  1. **Approval of three new board member applications – Tim Cordodor, Julie Horrigan and Sara Blayne**
* Matthew Rosenthal made motion to approve all three board member applications; Virginia Olsen seconded; motion carried unanimously.
* These members will start effective 1/1/2021.

1. **Staff Reports:**

Tom Teigen took time to say a special thank you to the four board members that will be leaving at the end of 2020. Three board members have each served nine years on the board and will be term limiting – Shawn Walker, Georgia Leon-Borg and Dale Gellner. The fourth member has served for six years and will be stepping down from his position at the end of the year – Jay Ohm. These four members have been so instrumental in the development of the TPA Board for Snohomish County and in the direction the board has gone over these last few years. The knowledge and contribution that we have relied on for all these years will be greatly missed. Individual awards will be mailed out to each of these members as a special thank you.

The next LTAC meeting is going to be held on January 19, 2021. The Zoom link will be provided.

1. **Meeting adjourned** at 5:06 p.m.