



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated February 18, 2020

Members Present : Shawn Walker, Chairperson – Lodging, At-Large
Julio Cortes – Member, Non-Lodging, Dist. 2
Dale Gellner – Member, Non-Lodging, Dist. 3
Doug Hobbs – Member, Non-Lodging, Dist. 5
Virginia Olsen – Member, Non-Lodging, Dist. 4
Veronica Verge – Member, Lodging, At-Large

Members Absent : Matthew Rosenthal, Vice Chairperson – Lodging, District 1 – proxy assigned to Veronica Verge
Georgia Borg-Leon, Secretary – Lodging, Dist. 3 – proxy assigned to Shawn Walker
Adrienne Hall – Member, Non-Lodging, Dist. 1 – proxy assigned to Virginia Olsen
Jay Ohm – Member, Lodging, At-Large – proxy assigned to Shawn Walker
Reshma Singh-Chand – Member, Lodging, Dist. 4 – proxy assigned to Veronica Verge through Matthew Rosenthal

Staff : Rich Huebner – Tourism Promotion Coordinator
Tammy Dunn – Executive Director, Snohomish County Sports Commission (SCSC)
Tyler Allen – Sports Development Manager, Snohomish County Sports Commission (SCSC)
Annique Bennett – Tourism Development Specialist, Parks, Recreation & Tourism
Tina Beckstrom – Group Sales Associate, DVA Advertising & Public Relations

Applicants : Tammy Dunn – on behalf of NorthWest Black Belt Academy

Documents:

- Meeting agenda
- Draft Minutes from TPA Advisory Board Meeting on January 21, 2020
- Draft Minutes from TPA Advisory Board Meeting on November 19, 2019
- NorthWest Black Belt Academy Application: Washington United Open 10.0 Tournament
- Advisory Board Member Application: Sheldon Johnson, District 2 Lodging
- Advisory Board Member Application: Maia Kalehua, At-Large Lodging

1. Opening:

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

2. Welcome and Introductions:

Rich Huebner and Chair Walker welcomed Board members and staff.

3. Grant Applications Reviewed:

Tammy Dunn presented an application on behalf of NorthWest Black Belt Academy for the Washington United Open 10.0 Tournament. This tournament, based in the sport of Taekwondo, will attract up to 600 visitors to Snohomish County, including 200 athletes and approximately 400 coaches and family members. The tournament will take place over May 29-31, 2020, with two days (May 30-31) of competition, and a referee seminar preceding on May 29; the tournament competition will occur at the Lynnwood Convention Center, and the seminar at the NorthWest Black Belt Academy School in Lynnwood. The 200 athletes are projected to travel from up to 23 states, including Washington, Oregon, California, Nevada, Arizona, Texas and New Jersey. NorthWest Black Belt Academy collaborated with the Snohomish County Sports Commission to determine the estimated number of hotel room nights at 225. This tournament will not take place without TPA support due to the overall expenses of hosting the event outside of a local Taekwondo club venue or high school facility. The applicant feels strongly that it was important for the present year and future success of the tournament to host it in a high-quality facility with ample competition area, judges hospitality space and parking. NorthWest Black Belt Academy is requesting \$9,700 in financial assistance for venue rental expenses.

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

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Rich Huebner shared requests for reallocation of previously approved grants from two organizations: (1) Washington FIRST Robotics and (2) the Snohomish County Sports Commission. Washington FIRST was approved for a grant of \$4,000 in July 2019 for its FIRST Lego League Qualifier event, taking place December 7-8, 2019. Washington FIRST was unable to secure the County-required insurance documentation in order to contract in time for the December event. Washington FIRST is requesting the Advisory Board approve to reallocate the grant to support its FIRST Robotics North Sound Qualifier Competition, taking place February 28-March 1, 2020. The North Sound Qualifier will host 37 afterschool STEM program teams competing. The Snohomish County Sports Commission was approved in September 2019 for a grant of \$90,000 for the 2021 U.S Synchronized Skating National Championships. This event has been assigned to Las Vegas, so the Sports Commission is requesting reallocation to support a bid for 2022; approval would be contingent on 2022 budget being substantially similar to and not exceeding the approved. If line items change, or budget increases, a new application will be submitted.

4. Board Member Applications:

Sheldon Johnson has applied for the position of District 2 Lodging member. Sheldon is the new General Manager of the Delta Hotel by Marriott Seattle Everett, having assumed that role in December 2019. Sheldon immediately became active in his new community, and has already been appointed to the City of Everett’s Lodging Tax Advisory Committee. Sheldon has over 20 years of experience in hotel sales and marketing, and has worked in markets nationwide, including: Las Vegas; Minneapolis; the San Francisco Bay Area; Southern California; South Florida; Toledo, Ohio; and the Washington, D.C. Metro Area.

Maia Kalehua has applied for the position of At-Large Lodging member. Maia is the General Manager of the Silver Cloud Inn on the Mukilteo Waterfront. Maia arrived professionally in Snohomish County in February 2018; her prior experience was with four hotel properties in Downtown Seattle, in positions which span revenue, sales, catering and operations. Maia is a member of the Mukilteo Lodging Tax Advisory Committee and the Snohomish County Tourism Bureau Board of Directors.

5. Board Business:

a. Grant Applications – Recommendations and Votes:

- NorthWest Black Belt Academy: Washington United Open 10.0 Tournament – **full funding of \$9,700** 11 yes, 0 no Approved
- Washington FIRST Robotics: reallocation of previously approved grant of **\$4,000** to February 2019 North Sound Qualifier Competition 11 yes, 0 no Approved
- Snohomish County Sports Commission: reallocation of previously approved grant of **\$90,000** from 2021 to 2022 11 yes, 0 no Approved

b. Board Member Applications – Recommendation Vote:

- Sheldon Johnson – District 2 Lodging 11 yes, 0 no Recommended
- Maia Kalehua – At-Large Lodging 11 yes, 0 no Recommended

c. Approval of Meeting Minutes:

- Virginia Olsen made motion, Chair Walker seconded, to approve the minutes of the January 21, 2020 and November 19, 2019 meetings; motion carried unanimously.

6. Staff Reports:

Annie Bennett introduced Tina Beckstrom, a new staff member with the County’s contracted Destination Management Organization, DVA Advertising & Public Relations. Tina is the former Director of Sales and Marketing for the Delta Hotel by Marriott Seattle Everett, and will be serving in the position of Group Sales Associate with DVA.

Due to low number of board members present at the meeting, Rich Huebner reported that the Boards and Commissions training will be removed from the agenda and rescheduled for a future meeting.

Rich Huebner reported that the Snohomish County Sports Commission anticipates submitting an application for April, but the organization’s staff will be at the Sports Events & Tourism Association annual symposium during the third week of the month. Discussion ensued of rescheduling the April meeting. Due to scheduling conflicts for multiple board members of the second and fourth Tuesdays, a recommendation was made for Monday, April 29, and this date was acceptable to the members present.

Rich Huebner also reported on the assessment increase effort. The County still anticipates finalizing the increase in time for the collection to begin on July 1, 2020. Snohomish County’s legal counsel reviewed RCW 35.101, the TPA enabling statute, which details the process to enact a TPA and requires a petition be submitted with the signatures of hotel operators representing at least 60% of the rooms that will pay the assessment. Because the statute is silent to how a TPA is amended once enacted, the County’s legal counsel has recommended a similar petition be submitted. Rich is working collaboratively with Chair Walker and Tim Cordodor, President of the Snohomish County Lodging Association, to prepare a petition and gather hotelier signatures.

7. Meeting adjourned at 4:53 p.m.

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