



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated April 21, 2020

- Members Present : Shawn Walker, Chairperson – Lodging, At-Large
(By ZOOM conf) Matthew Rosenthal, Vice Chairperson – Lodging, District 1
Julio Cortes – Member, Non-Lodging, Dist. 2
Dale Gellner – Member, Non-Lodging, Dist. 3
Virginia Olsen – Member, Non-Lodging, Dist. 4
Veronica Verge – Member, Lodging, At-Large
Adrienne Hall – Member, Non-Lodging, Dist. 1
Jay Ohm – Member, Lodging, At-Large
Sheldon Johnson – Member, Lodging, Dist 2
Maia Kalehua – Member, Lodging, At-Large
- Members Absent : Doug Hobbs – Member, Non-Lodging, Dist. 5
Georgia Borg-Leon, Secretary – Lodging, Dist. 3 – proxy assigned to Shawn Walker
Reshma Singh-Chand – Member, Lodging, Dist. 4
- Staff : Tom Teigen – Department Director, Parks, Recreation & Tourism
Bridgid Smith – Administration and Tourism Division Manager, Parks, Recreation & Tourism
Carol Peterson – Interim 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 & Sanji Vani – on behalf of Seattle Skating Club
Tyler Allen & Adam Hutchinson – on behalf of United States Tennis Association PNW

Documents:

- Meeting agenda
- Draft Minutes from TPA Advisory Board Meeting on February 18, 2020
- Seattle Skating Club Application: 2022 Pacific Coast Sectional Singles Final
- United States Tennis Association PNW – 2021 USTA PNW Adult 55 & Over Section Championship
- United States Tennis Association PNW – 2021 USTA PNW 2021 JTT Section Championship
- United States Tennis Association PNW – 2021 USTA PNW Mixed 18 & Over Section Championship
- Voting Tally for Zoom conferencing board members
- Power Point – DMO Adjustments & Priorities
- Ordinance 20-023 – Amending SCC 4.118.020 & 4.118.110

1. Opening:

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

2. Welcome and Introductions:

Carol Peterson welcomed Board members and staff to the first ever virtual ZOOM TPA board meeting.

3. Grant Applications Reviewed:

Tammy Dunn & Sanji Vani presented an application on behalf of Seattle Skating Club for the 2022 Pacific Coast Sectional Singles Final. This tournament is in November 2021 and without the TPA support the Club would not be able to host the event. The ice costs are the single most expensive cost for these events at \$275/hr. The Club is also required to pay for the hotel accommodations, meals, and travel for all the officials (30+) for the tournament. They will be charging \$15/person per day for entry fees but each skater is allowed one additional entry per chaperone, so not many participants outside the chaperone come to watch. The club estimates 1,173 visitors to the Lynnwood, Mountlake Terrace and Snohomish County area for this event. The

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club has requested and received funding for regional singles in the past (2015 & 2019), but this is the first time the Seattle Skating Club has requested funding to host a Pacific Coast Sectional Singles Final. Snohomish County is also eligible to host the pair final in conjunction with this Sectional Singles bid, which is new over the last two years. The Singles Final would bring in an estimated 465 hotel room nights during November 16-21, 2021 plus hotel stays for the pair finals. The Skating Club is requesting \$20,000 in TPA support.

Tyler Allen and Adam Hutchinson presented three applications for the United States Tennis Association PNW. They are asking for the TPA Boards support for all three events with the hope of winning the bid on at least one of them. They are trying to capitalize on the recent Angels of the Winds Arena tennis event for Fed Cup Championships between Team USA vs. Latvia. The USTA PNW has eight leagues broken out by 6 areas - Alaska, Northwest Washington, Southwest Washington, Northern Oregon and Southern Oregon and all league winners automatically qualify for the sectional championships. Therefore participation is guaranteed for sectional play and if someone drops then they invite the alternate, so the numbers provided on application for room nights is very accurate. They are applying for funding for their 55+ sectional league play, the 18+ mixed doubles sectional league play, and the JTT (Junior Team Tennis) sectional league play. Indoor court fees are twice as expensive in the Seattle/Everett area so most of our events are held in smaller areas like Yakima, Tri-Cities, or Sun Rivers (cheaper court fees) but we want to hold at least one event in Western Washington to allow our largest player base (Western WA) a chance to be local and not have to travel. The other five areas would travel here for the event and be spending 2-3 nights in a hotel. We will be using the Mill Creek Tennis Club, Harbor Square Tennis Club in Edmonds and Columbia Athletic Club in Silverlake. Plan to keep it indoors due to unpredictable weather here in Western Washington. Submitting three applications but hoping to get at least one – preferably the 55+ because it has the most room nights and biggest event.

4. Board Business:

a. Grant Applications – Recommendations and Votes:

▪ Seattle Skating Club: 2022 Pacific Coast Sectional Singles Final – full funding of \$20,000	11 yes, 0 no	Approved
▪ United States Tennis Association PNW: 2021 USTA PNW Adult 55 & Over Section- full funding \$16,000	11 yes, 0 no	Approved
▪ United States Tennis Association PNW: 2021 USTA PNW JTT Section - full funding \$4,000	11 yes, 0 no	Approved
▪ United States Tennis Association PNW: 2021 USTA PNW Mixed 18 & Over Section - full funding \$6,500	11 yes, 0 no	Approved

b. Approval of Meeting Minutes:

- Jay Ohm made motion to approve, Chair Walker seconded, to approve the minutes of the February 18, 2020; motion carried unanimously.

5. New Potential Board Member:

A member brought to the Board's attention that several current board members are going to be reaching their term limits at the end of the year, and asked if there is a way to extend a board members terms for those at the end of their 3rd year term. Questioning if anything in the by-laws or any variances available to extend those seats. There is a two year absence requirement before coming back to the board and the only way to change this would be by code.

Georgia Borg-Leon – final third year term expires 12/31/20

Shawn Walker – final third year term expires 12/31/20

Dale Gellner – final third year term expires 12/31/20

He also mentioned that he has a potential applicant for the Lodging at Large opening. Application will be sent to him to forward to applicant.

6. Staff Reports:

Bridgid Smith provided a fund balance update to the Board. At the end of 2019 there was a little over \$4 million in reserves. A board member spoke in regards to the current situation and how over the next year or two this will not be what they've been in the past, so it's good we have the reserve. However we had already earmarked a good portion of the fund balance to go towards the new sports facility so is that now in jeopardy. He asked for an open discussion for future funding, to make sure going forward that the projects funded are high turnover for room nights, so we won't tap into the reserve any more than we have to. Areas/districts affected should also be considered. We need to support more County-wide events instead of just one or two districts.

Annique Bennett provided a Power Point Presentation on what the DMO adjustments & priorities are during this Stay Home Initiative. (Power Point file is attached to minutes). Explained staff reductions and slowdown of DVA contract due to COVID-19 downturn. Provided a comparison between King and Snohomish County lodging figures. Her group is focusing on the

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“reopening of tourism in Snohomish County”, and have been doing cleanup with IDSS with the help of the Sport Commission team. Focusing on “drivability” tracking with Arrivalist to research data during this downturn. Tina spoke to the timeline and stages of re-starting tourism, opening RP’s back up, and messaging clean and safe branding efforts. Stages/phases will be starting small 10-20 room night range, then 20-75 room nights, and finally with 100+ room night events. She spoke about how March 29-April 4 was what they consider the bottom, which only showed 29.5% occupancy, but slowly seeing that inch back up, with April 5th-11th at 32.3%, and currently at 40.7%. Other counties have shown worse percentages in low 20’s.

Bridgid Smith explained current processes that have been implemented due to the COVID-19 down turn. COR/Admin staff are now absorbing Rich Huebner’s position, instead of going out to hire, Annique’s team has pulled back & reduced hours, and the DVA team has eliminated one position and extended their contract that was scheduled to end 4/1/2020 to 6/30/2020 with same budget. Tammy’s team has reduced their budget and also stepped up and provided support to Annique’s group with IDSS help. Funds that were allocated for 2020 in the budget cannot be eliminated. The cuts/cost savings we are currently doing will be put into the reserves to try and eliminate a shortfall in the reserve fund in future years. Just trying to be pro-active.

By code any changes the County Council would make in regards to the TPA funds, those decisions would have to go back to the board for approval. County Council can approve funding established by the Board, but can’t make changes to it without the boards support.

Tom Teigen also reported on the assessment increase effort. The County Council approved Ordinance 20-023 on March 26, 2020 Amending SCC 4.118.020 and 4.118.110 for the increase to \$2.00/night. The admin staff has provided this information to DOR which requires 75 days notification, so the \$2.00/night charge will now be effective July 1, 2020. This is great news due to the current situation and will help offset some of that loss. In a regular economy this would be approximately \$600,000 of additional revenue for the six month period. Tom also spoke about working with the Governor’s office on packages for how they imagine rollouts will go once the County opens back up. Still a lot of uncertainty and a lot of revenue up in the air depending on when things open up.

Training – looking into online options and will follow up with email.

7. Meeting adjourned at 4:23 p.m.

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