



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Board Meeting, dated March 19, 2019

- Present** : Shawn Walker – Chair, Lodging, At-Large
Jennifer Caveny – Vice Chair, Lodging, Dist. 1
Georgia Borg-Leon – Acting Secretary, Lodging, Dist. 3
Jim Ballew – Member, Non-Lodging, Dist. 1
Dale Gellner – Member, Non-Lodging, Dist. 3
Joni Kirk – Member, Non-Lodging, Dist. 4
Greg Willie – Member, Lodging, At-Large
- Absent** : Julio Cortes – Member, Non-Lodging, Dist. 2 – proxy assigned to Jennifer Caveny
Jay Ohm – Member, Lodging, At-Large – proxy assigned to Shawn Walker
Veronica Verge – Member, Lodging, At-Large – proxy assigned to Jennifer Caveny
- Staff** : Tom Teigen – Department Director Parks, Recreation & Tourism
Rich Huebner – Tourism Promotion Coordinator
Tammy Dunn – Sports Development Director, SCTB Sports Commission
Quinn Lambert – Sports Sales Manager, SCTB Sports Commission
- Applicants** : Anthony Sardon and Scott Uderitz – Snohomish Youth Soccer Club

Documents:

- Meeting agenda
- Minutes from TPA Board Meeting on February 19, 2019
- US Club Soccer National Cup Northwest Regional 2020, 2021, 2022, 2023 Application
- Board Member Applications:
 - Michelle Cappy, District 2 Lodging
 - Mike Farrell, District 5 Non-Lodging
 - Douglas Hobbs, District 5 Non-Lodging

Opening

Meeting called to order at 2:50 p.m.

1. Welcome and Introductions – Rich Huebner welcomed applicants Anthony Sardon and Scott Uderitz.

2. Grant Application Reviewed

Anthony Sardon, Scott Uderitz and Quinn Lambert presented an application on behalf of the Snohomish Youth Soccer Club for the US Club Soccer National Cup Northwest Regional; The Northwest Regional feeds into the US Club Soccer National Cup Tournament. The Club and the Snohomish County Sports Commission are partnering on a bid to host the Northwest Regional for four years: 2020, 2021, 2022 and 2023. US Club Soccer generally assigns the event for two years at a time, but has communicated to Quinn that the organization would welcome a four year bid proposal. The Northwest Regional has previously been held at 60 Acres Park in Redmond, but will be moving beginning in 2020 as 60 Acres will be hosting a different event; the new event at 60 Acres will host teams not affiliated with US Club Soccer, and would thus not be in competition for participant teams with a Snohomish County-based Northwest Regional. US Club Soccer has indicated a desire to remain in the Greater Seattle Area, giving Snohomish County a unique opportunity to secure the host opportunity. Snohomish Youth Soccer is requesting \$120,000 in financial assistance: \$30,000 each year, which would be used for Event Equipment, Staffing and Supplies.

3. Reviewed grant applications and votes:

- US Club Soccer National Cup NW Regional – full funding 10 yes, 0 no Approved

4. Board Business:

Jennifer Caveny made motion to approve minutes of February 19, 2019 meeting, Joni Kirk 2nd, approved unanimously.

Rich Huebner announced the resignation from the Board of Deborah Burton, District 5 Non-Lodging, which was received by the County after the February meeting.

Jennifer Caveny announced that she has accepted the position of General Manager of the Holiday Inn Hotel and Suites in Bellingham. Jennifer will continue as GM of her current property in Marysville until a new GM is hired, and will remain on the TPA Board until that time. Once she is no longer affiliated with a Snohomish County lodging facility in District 1, Jennifer will resign her seat on the Board.

5. Board Member Applications Reviewed:

Michelle Cappy applied for the District 2 Lodging position. Michelle is an Area Sales Manager for InnVentures Hotel Management, which operates three hotels in Snohomish County, two of which are located within District 2. Michelle holds a Bachelor of Arts Degree in Hospitality and Tourism from the University of Kentucky and began her hospitality career as an undergraduate student in 2014 as a Front Desk Associate for the Embassy Suites in Lexington, Kentucky.

Mike Farrell applied for the District 5 Non-Lodging position. Mike is the Director of Parks and Recreation for the City of Monroe, and is actively involved in the hosting of some of Monroe’s largest events, such as the MasterCraft Pro Wakeboard Tour and the TriMonroe Triathlon. Mike is currently a Board Member for the Monroe Chamber of Commerce, a member of the Washington Recreation & Park Association, and a Stakeholder with the Sky Valley Recreation and Planning Group.

Douglas Hobbs applied for the District 5 Non-Lodging position. Douglas is the owner of High Road Productions, LLC, and is the contracted operator of the Evergreen Speedway at the Evergreen State Fairgrounds. The Evergreen Speedway is the only NASCAR-sanctioned racetrack in Washington State and is a key driver of room nights and economic impact in Snohomish County. Douglas also has an extensive background in both venue and sports event management.

6. Reviewed board member applications and votes:

- Michelle Cappy – District 2 Lodging 10 yes, 0 no Approved
- District 5 Non-Lodging:
 - Douglas Hobbs 6 votes Approved
 - Mike Farrell 3 votes
 - 1 Abstention

7. Board Officer Elections:

Per TPA Board bylaws, officer elections are to be held in January of each year. With the transition of the Tourism Promotion Coordinator position, this election had not yet taken place, and 2018 Board Officers had been filling their former roles in an Acting capacity. Board Officer positions are: Chair, Vice Chair and Secretary. TPA bylaws require that the positions of Chair and Vice Chair be filled by lodging members.

Joni Kirk nominated Shawn Walker for Board Chair, Jennifer Caveny 2nd, approved unanimously.

Dale Gellner nominated Georgia Borg-Leon for Board Secretary, Shawn Walker 2nd, approved unanimously.

Chair Walker suggested, and the Board agreed, that the election of a Vice Chair be tabled until after Jennifer Caveny’s resignation occurs; Jennifer agreed to continue as Acting Vice Chair as long as she is eligible to remain on the Board.

8. Other Business:

Tammy Dunn recently spoke with a representative of Spartan Race, who invited any interested Board Members to visit the April 2019 Spartan Race event location, if interested, to better understand their setup, structure and process. Tom Teigen agreed to do so on behalf of the County, and to invite a Department of Natural Resources (DNR) representative to join him.

9. Staff Reports:

Tom Teigen recently met with County Council Chair Terry Ryan to discuss future funding models. Chair Ryan has indicated an interest in the LTAC bonding the construction of a sports facility, should the County proceed with the project, so long as the LTAC retains its reserve fund and Small Fund grant. Under such a scenario, the TPA would assume the funding of the Destination Management programs.

10. Meeting adjourned 4:05 p.m.