



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Board Meeting, dated January 15, 2019

- Present** : Shawn Walker – Chair, Lodging at Large
Jennifer Caveny – Vice Chair, Lodging Rep. Dist. 1
Georgia Borg-Leon – Acting Secretary, Lodging Rep. Dist. 3
Julio Cortes – Member, Non-Lodging Dist. 2
Joni Kirk – Member, Non-Lodging Dist. 4
Jay Ohm – Member, Lodging at Large
- Absent** : Jim Ballew – Member, Non-Lodging Dist. 1
Debbie Burton – Member, Non-Lodging Dist. 5 – proxy assigned to Jim Ballew
Dale Gellner – Member, Non-Lodging Dist. 3
Veronica Verge – Member, Lodging Rep. At-Large Lodging
Greg Willie – Member, Lodging At-Large
- Staff** : Tom Teigen – Department Director Parks, Recreation & Tourism
Bridgid Smith – Administration and Tourism Manager Parks, Recreation & Tourism
Rich Huebner – Tourism Promotion Coordinator
Carol Peterson – Fiscal Resource Analyst Parks, Recreation & Tourism
Annique Bennett – Tourism Development Specialist, Parks, Recreation & Tourism
Amy Spain – SCTB Executive Director
Tammy Dunn – Sports Development Director, SCTB Sports Commission
Quinn Lambert – Sports Sales Manager, SCTB Sports Commission
Haley Lannom – Sports Events Manager, SCTB Sports Commission

Documents:

- Meeting agenda
- Minutes from TPA Board Meeting on November 20, 2018
- TPA By-Laws, 2019 Business Plan, & 2019 Application

Opening

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

- 1. Introductions** – Welcome extended to new Board Members Julio Cortes (District 2 Non-Lodging) and Joni Kirk (District 4 Non-Lodging), as well as Snohomish County's new Tourism Promotion Coordinator, Rich Huebner.
- 2. Minutes** – Jennifer Caveny made motion to approve minutes of November 20, 2018 meeting, Shawn Walker 2nd, approved.
- 3. Open Board Positions:**
Andrew Heelas has accepted the position of General Manager of the Holiday Inn Downtown Seattle and has resigned from the TPA Board. Andrew's resignation leaves open Lodging positions in Districts 2, 4 and 5. Prospective board member candidates were discussed. Rich Huebner will reach out to prospective members.
- 4. Snohomish County Sports Commission Annual Report:**
Tammy Dunn delivered the annual report of the Snohomish County Sports Commission. Some highlights of the year included that Snohomish County hosted 153 events (89 new) in 2018 and the Meadowdale Playfields, which received TPA funds for the conversion to turf fields, hosted 48 tournaments throughout the year. Snohomish County also received the Sports Events Magazine Reader Choice Award as a Sports Destination to Watch in 2018 and 2019, and Tammy was selected as a Sports Event

Planner to Watch in 2019. Tammy also recognized the hard work of Sports Sales Manager Quinn Lambert and Sports Events Manager Haley Lannom and the positive effect of having a full sports staff for the full year. 2019 events include the first ever American Cornhole Organization Everett Major, which was secured for three (3) years, as well as the return of the Northwest Athletic Conference (NWAC) National Championships and the World Wakeboard Nationals at Lake Tye Park.

5. Feasibility Study Update:

Tammy Dunn provided an update on Phase 2 of the sports facility Feasibility Study submitted by Hunden Strategic Partners. The current recommended facility is a 68,000 square foot indoor facility with space for 8 basketball courts that could also convert to 16 volleyball courts; total construction cost estimated by Hunden is \$25.8 million. Hunden projects that such a facility would host 93 annual events, plus an additional 5,800 rental hours for local practices, camps and leagues. The facility is projected to generate 127 event days per year in the first year and grow from there.

6. Staff Reports:

Bridgid Smith provided an update on the status to date of the potential assessment increase to \$2.00 per night. On October 23, 2018, the Snohomish County Prosecuting Attorney's office provided Parks with an interpretation of Revised Code of Washington (RCW) 35.101.010(4) that TPA dollars cannot be used for capital construction projects. To date, two cities – Arlington and Mountlake Terrace – have signed the revised Interlocal Agreement. The language of the revised agreement does not need to be changed, but some of the basis will need to be changed in order to match the interpretation of the Snohomish County Prosecuting Attorney's office.

With this interpretation, Parks has identified potential alternate tourism funding models through which the in-house and Snohomish County Tourism Bureau (SCTB)-led Destination Management program will continue to be funded and bonds could be issued for the construction of the facility should the TPA Board and County choose to proceed with the project. Further discussions pertaining to potential funding model revisions will continue in conjunction with continued evaluation of the feasibility of the potential facility.

7. Meeting adjourned 5:05 p.m.