



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Board Meeting, dated August 21, 2018

- Present** : Shawn Walker – Chair, Lodging at Large
Jennifer Caveny – Vice President, Lodging Rep. Dist. 1
Dale Gellner – Member, Non-Lodging Dist. 3
Debbie Burton – Member, Non-Lodging Dist. 5
Andrew Heelas – Member, Lodging Rep. Dist. 4
Veronica Verge – Member, Lodging Rep. At-Large Lodging
Jay Ohm – Member, Lodging at Large
- Absent** : Georgia Borg-Leon – Member, Lodging Rep. Dist. 3
Jim Ballew – Member, Non-Lodging Dist. 1
Greg Willie – Member, Lodging at Large
- Staff** : Tom Teigen – Director Parks, Recreation & Tourism
Bridgid Smith – Division Manager
Carol Peterson – Tourism Promotion Coordinator
Amy Spain – SCTB Executive Director
Tammy Dunn – SCTB Sports Commission
- Lee Perry – Sales Manager Arena Sports
Laurelle Whiteley – Director of Sales & Marketing Hilton Garden Inn Bothell

Documents:

- Meeting agenda
- Minutes from TPA Board Meeting on July 17, 2018
- WeChat Marketing Platform Application
- Commercial Air Service Visitor Value Supply Chain Strategy Application

Opening

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

1. Introductions – Lee Perry and Laurelle Whiteley – potential new board members for District 4 Lodging & Non-Lodging.

2. Grant Application/s Reviewed

Andrew Vuong from Economic Alliance presented his application for the WeChat Marketing Platform. WeChat is China's Super App. It's Facebook, Twitter, PayPal, Google, etc all rolled into one. Economic Alliance wants to create a mini-site on the WeChat platform with three pages to market Snohomish County to the Chinese community. The three pages would include (1) General Information about Snohomish County, WA State, and the Puget Sound area, (2) Development/Business Opportunities in Snohomish County, and (3) Tourism – Highlighting reasons why the Chinese should come to Snohomish County with the Live, Work, Play marketing strategy. A contact form will also be linked so Economic Alliance will be able to track how effective the WeChat platform is. There will be options to send out newsletters from professional bloggers about gaming, whale watching, shopping, etc. I AM 2 CHINA would help administer the site but the SCTB would be responsible for the content of the third page. Economic Alliance hopes to launch the site in October, since the China Import/Export Expo is taking place in November and members from Economic Alliance will be there and can promote the site. Snohomish County, Economic Alliance, SCTB, cities of Everett, Lynnwood & Edmonds, Port of Everett, and Universities are all partners in this. Andrew is requesting \$10,000 in support from the TPA Board.

Snohomish County Tourism Promotion Area

Snohomish County Economic Development, 3000 Rockefeller Avenue MS 411, Everett, WA 98201

Rich Huebner from Snohomish County Parks, Recreation and Tourism and Jim Haguewood from Future IQ, presented their application for the Commercial Air Visitor Value Chain Strategy. The strategy would include plans and recommendations on how to capture commercial air visitors coming into Paine Field and extend their stays in Snohomish County. With commercial air scheduled to start in February 2019, it is critical to start this strategy now and have implementation recommendations in place prior to the beginning of the year. If we wait until 2019 (funds from 2019 budget), then we could potentially miss out on three to four months of passengers traveling through Paine Field. First impressions are extremely important. Questions that need to be addressed are: How are services/capacity being handled? Do we have a clear understanding of Inbound and Outbound passengers? How is dining and shopping being marketed to get visitors to extend their stay? Getting stakeholders together in a focus group is a critical step in this strategy. Due to the importance of this project, Paine Field Airport has contributed \$10,000 to the project, and Annique Bennett has shifted \$10,000 from her budget to this project. They are requesting an additional \$24,500 of support from the TPA Board.

Mike Farrell from the City of Monroe had requested time with the Board, but was sick and unable to attend the meeting. Tammy Dunn had spoken with him and informed the Board that he wanted to speak about potential support of TPA to field turf Lake Tye Park. In the past Monroe H.S. had received funds to turf their ball fields, as well as City of Lynnwood for Meadowdale. This would be a 2020 project and he wanted to get the Board's feel for the project before his RCO grant application deadline in six months. The board discussed this, but said they would need to be careful because then every municipality would come asking for funding.

3. Reviewed grant applications and voted upon as follows:

- WeChat Marketing Platform – full funding 3 no, 7 yes, approved
 - This is a one-time ask, should have other funding source going forward. (LTAC application for 2019)
- Commercial Air Visitor Value Supply Chain - full funding 9 no, 1 yes, not approved
 - No ROI of a focus group to overnight stays, not efficient use of TPA funds. Should be LTAC request.

4. Motion – Jennifer Caveny moved to approve minutes from the July 17, 2018 meeting, Andrew Heelas 2nd, minutes approved.

5. Board Positions – Board members gave a rundown of TPA Board process to Laurelle Whiteley and Lee Perry. Applications were also provided. They are in District 4 which has openings for both Lodging and Non-Lodging.

6. Discussion held on soccer goals: Jennifer Caveny requested time to discuss the situation with the WA Rush soccer goals that are currently sitting on Remlinger property. WA Rush received TPA grant funds to purchase the goals, so they are technically the owners, but it was with the understanding that WA Rush had a five year contract with Remlinger to host the soccer tournaments on his property. That contract has since dissolved (Rush claimed fields were not maintained properly, and Remlinger stated that he is zoned agriculture, so he can't maintain grass to WA Rush specifications.) Jennifer asked if County could get involved to ask WA Rush and Remlinger to allow other County clubs to use the goals. Tammy Dunn said that WA Rush already stated they would allow others to use them. Tom will speak with Dave Remlinger. Another suggestion was to see if WA Rush would sign the ownership over to Snohomish County. Jennifer stated she could look into this.

7. Market Analysis & Feasibility Study Update:

- Hunden Strategic Partners will be sending a survey out to 131 local sports organizations. The questions of that survey will be sent to Tammy for her review first. They toured the fairgrounds, City of Everett property, and Cavelero Hill as potential sites. September 21, 2018 they will present their preliminary findings of Phase I.

8. Staff Updates:

- Tom Teigen has the Amended Interlocal Agreement and has been meeting with the city mayors. He has currently met with Arlington, Lynnwood, Everett, Marysville, and Mountlake Terrace. He has seen a great level of support from these communities and will continue his meetings after the fair.

9. Meeting adjourned 5:10 p.m.