



**SNOHOMISH COUNTY**  
Tourism Promotion Area

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## **Minutes of TPA Board Meeting, dated April 16, 2019**

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- Present** : Shawn Walker – Chair, Lodging, At-Large  
Jennifer Caveny – Acting Vice Chair, Lodging, Dist. 1  
Georgia Borg-Leon – Secretary, Lodging, Dist. 3  
Jim Ballew – Member, Non-Lodging, Dist. 1  
Julio Cortes – Member, Non-Lodging, Dist. 2  
Dale Gellner – Member, Non-Lodging, Dist. 3  
Doug Hobbs – Member, Non-Lodging, Dist. 5  
Joni Kirk – Member, Non-Lodging, Dist. 4  
Jay Ohm – Member, Lodging, At-Large  
Veronica Verge – Member, Lodging, At-Large  
Greg Willie – Member, Lodging, At-Large
- Absent** : Michelle Cappy – Member, Lodging, Dist. 2 – proxy assigned to Georgia Borg-Leon
- Staff** : Tom Teigen – Department Director, Parks, Recreation & Tourism  
Bridgid Smith – Administration and Tourism Division Manager, 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** : Janet Hurlburt and Cathy Martin – Washington Riding Horse Association
- Documents:**
- Meeting agenda
  - Minutes from TPA Board Meeting on March 19, 2019
  - Classic Reining Horse Show Application
  - Board Member Applications:
    - Matthew Rosenthal, District 1 Lodging
    - Reshma Singh-Chand, District 4 Lodging

### **Opening**

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

**1. Welcome and Introductions** – Rich Huebner welcomed applicants Janet Hurlburt and Cathy Martin.

### **2. Grant Application Reviewed**

Janet Hurlburt and Cathy Martin presented an application on behalf of the Washington Riding Horse Association for the Classic Reining Horse Show. This event has been held at the Evergreen State Fairgrounds in Monroe for over 15 years, and was significantly revamped in structure in 2017. In the first year of the new format there were 568 entries, increasing to approximately 700 in 2018. The Classic is a National Horse Riding Association-sanctioned event, includes para-reining events, takes place over 5 to 6 six days at the end of May/early June and is programmed for approximately 15 to 16 hours per day. If awarded, WRHA would utilize grant funds to advertise the event to a wider audience and expand the show. Washington Riding Horse Association is requesting \$10,000 in financial assistance: \$9,500 for facility rental and \$500 for marketing.

### **3. Reviewed grant applications and votes:**

- Classic Reining Horse Show – partial funding of \$500 8 yes, 4 no Approved
  - Grant stipulated to be matching funds to at least \$500 of event marketing by the WRHA

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

The Snohomish County TPA Advisory Board's minutes are intended to be a reasonable summary of the Board's deliberations and actions. The minutes are not a verbatim record or everything said at the meeting. The minutes include all actions take by the Board.

**4. Board Business:**

Jim Ballew made motion to approve minutes of March 19, 2019 meeting, Jennifer Caveny 2<sup>nd</sup>, approved unanimously.

Rich Huebner reported that due to the requirements of the Open Public Meetings Act (OPMA), email votes can no longer be conducted by the TPA Board. Board members were encouraged to attend meetings whenever possible, and to assign their proxy votes to fellow board members in the event they could not attend a meeting. Chair Walker reminded members when assigning their proxy they can direct the recipient how the assigner prefers to vote, and suggested that when a Board member is assigned a proxy, they report back to the assigner how their votes were cast.

**5. Board Member Applications Reviewed:**

Matthew Rosenthal applied for the District 1 Lodging position which is being vacated by Jennifer Caveny (see section 8 of these notes). Matthew has been the general manager of the Best Western Plus Arlington/Marysville since 2015, and will succeed Jennifer Caveny as General Manager of the Holiday Inn Express in Marysville in April 2019. Matthew holds a Bachelor of Arts in Hospitality Administration and Management from Widener University and the Certified Hotel Administrator (CHA) designation from the American Hotel and Lodging Association; he is a member of the Snohomish County Tourism Bureau Board of Directors in the role of Treasurer.

Reshma Singh-Chand applied for the vacant District 4 Lodging position. Reshma is the Director of Sales & Marketing for the Hilton Garden Inn Seattle/Bothell, a position she has held since October 2018. Reshma holds a Bachelor of Arts in Business Management from the University of Phoenix, and began her career in the hospitality and tourism industry in the State of California in 2006. She has worked in hospitality sales for Hilton and Hyatt brands, and in marketing for a hospitality association.

**6. Reviewed board member applications and votes:**

▪ Matthew Rosenthal – District 1 Lodging	12 yes, 0 no	Approved
▪ Reshma Singh-Chand – District 4 Lodging	12 yes, 0 no	Approved

**7. Staff Reports:**

Tom Teigen and Bridgid Smith provided an update on the potential \$1.00 assessment increase and facility development. Work on an updated pro forma, reflecting County management of the prospective facility, is underway. Parks suggested a workgroup be established, consisting of County staff and Board members, to review and finalize the updated pro forma and establish a timeline for any potential funding mechanism changes. Tom, Bridgid, Rich Huebner, and Tony Trofimczuk (Recreation Supervisor) will represent Parks, Tammy Dunn (staff) and Joel Faber (Board Member) will represent the Snohomish County Sports Commission. Shawn Walker and Greg Willie volunteered as lodging industry TPA Board members, and Dale Gellner and Doug Hobbs volunteered as non-lodging TPA Board members; Georgia Borg-Leon will serve as a TPA Board alternate.

Tom Teigen reported there is strong interest from County Council and the Lodging Tax Advisory Committee (LTAC) to support a potential funding shift and facility construction, so long as there is a dedicated funding source and projected solvency of the facility. A bonding timeline won't be known until the cost of the facility is established. Parks staff will work with TPA and LTAC Boards to determine a timeline for a potential funding shift, allowing lodging tax funds to be expended on the design engineering work for the potential facility. Tom also informed the Board that Parks is looking at opportunities to fully integrate all booking and reservations at Parks facilities into one unified system, which the potential facility, if built, could utilize under County management. Tom will resume efforts to secure revised Interlocal Agreements with the TPA-collecting municipalities in the County, and Rich Huebner will review municipal calendars for dates of City Council meetings.

Rich Huebner reported that he has received an inquiry from a prospective member regarding the possibility of applications for small capital expenditures, such as the purchase of equipment. Due to the current uncertainty regarding the use of TPA for capital expenditures, Rich will submit a request for advice on the topic to the Municipal Research and Service Center (MRSC) and will report back.

**8. Outgoing Board Member Recognition:**

Jennifer Caveny's resignation from the Board was officially submitted at the conclusion of the meeting. Jennifer recently accepted the position of General Manager of the Holiday Inn Hotel and Suites in Bellingham; she has continued as General Manager of the Marysville property, but her successor will be in place before the May 21 TPA meeting, at which point Jennifer will no longer be eligible for membership on the Board.

On behalf of the County, Rich Huebner presented Jennifer with a plaque recognizing her seven years (2012-2019) of service to the Board.

**9. Meeting adjourned 4:30 p.m.**

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