SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Board Meeting, dated October 16, 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
Jim Ballew – Member, Non-Lodging Dist. 1
Greg Willie – Member, Lodging At-Large

Absent Georgia Borg-Leon – Member, Lodging Rep. Dist. 3 – proxy vote assigned to Shawn

Staff : Tom Teigen – Director Parks, Recreation & Tourism
Carol Peterson – Tourism Promotion Coordinator
Amy Spain – SCTB Executive Director
Tammy Dunn – SCTB Sports Commission

Documents:

- Meeting agenda
- Minutes from TPA Board Meeting on September 18, 2018
- 2021-2023 Mountain West Basketball Championships
- 2019 Snohomish County FC Steelheads Game Day Support
- 2019 National Softball Association NW World Series-Girls Fast Pitch

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

1. **Introductions** – Welcome to our newest board member – Julio Cortes.

2. **Grant Application/s Reviewed**

Ryan Hart, from Angels of the Wind Arena, and Tammy Dunn, Snohomish County Sports Marketing, presented their application for the 2021-2023 Mountain West Men's & Women's Basketball Championships. There will be 11 men and 11 women teams participating from Oregon, Colorado, Utah, Nevada, & California during this week long event. There will be an estimated 2,677 room nights produced, just from the teams, with an additional 1000 for spectators. The hotel usage would definitely push out beyond just Everett, with the spectators, bands, etc. The Sports Commission, Angels of the Wind Arena, and Seattle Sports Commission will be partnering together to bring this event to the PNW. Seattle will be providing the sponsorships and VIP dinners. Angels of the Wind Arena is requesting $80,200 for each of the three years, 2021 through 2023, to help with operating costs. The event has been hosted for years down in Las Vegas, but the market is saturated down there now, and so an RFP went out six weeks ago looking for a new venue for this event. Tammy and Ryan are hoping for Mountain West to find a permanent home here in Snohomish.

David Falk from Snohomish County FC presented his application for the Snohomish County FC Steelheads Game Day Support. The FC Steelheads is a semi-pro soccer team for Snohomish, with players from 17 different high schools in Snohomish County. David estimates about 98 rooms nights will be generated during the 2019 season from the visiting teams from Aberdeen, Vancouver, Tri-Cities, Federal Way, Gig Harbor & Lacey, along with scouts, coaches and referees. This is the third year that the team has been together and they want to focus on being a North County club since the north end has better fields and cheaper rental fees. David Falk is asking for $3,000 to help with field rental costs.

Steven Jensen from NSA and Tammy Dunn from Snohomish County Sports Marketing presented their application for the 2019 National Softball Association's NW World Series Girls Fast Pitch event. This will be the 4th year that the event has been in WA State, Tri-Cities area, and they want to bring it to Snohomish County. They will be using Meadowdale, Marysville, Monroe & Monroe School District fields for the three day tournament, being held July 26-28, 2019. There will be a conservative estimate of 36-40 teams participating, but 45-60 teams is obtainable. With the opening of Paine Field, teams will be drawn from the Los Angeles & San Diego areas as well. They estimate between 2,250-2,500 room nights for this event. They are asking for $8,000 in TPA support to help with facility rental fees.

3. **Reviewed grant applications and voted upon as follows:**

   - Mountain West Basketball Championships 2021 - 2023 – full funding 0 no, 11 yes, approved
     - This is for $80,200/year for three years.
   - FC Steelheads Game Day Support - full funding 4 no, 7 yes, approved
   - NSA Girls Fast Pitch Tournament – full funding (one member abstained) 0 no, 10 yes, approved

4. **Motion** – Jennifer Caveny moved to approve minutes from the September 18, 2018 meeting, Jim Ballew 2nd, minutes approved.

5. **Board Business:** Discussion was held in regards to the 20% allocation verbiage that is currently stated on the TPA contracts. This allows applicants to shift up to 20% of the total grant budget between line items during the reimbursement process. It has been discovered that there is no mention of this allowance in the RCW 35.101 or in the Snohomish County Code 4.118, in regards to the TPA. The same verbiage is on the LTAC contracts but SCC 4.40.065 (11) speaks directly to this. The board debated whether they wanted to allow this on future contracts. Comments were made to possibly lower the rate to 10%. Others were concerned about this allowance giving the applicants the ability to remove funds from an approved marketing budget, therefore diminishing the TPA board's main promotion strategy for increasing hotel stays. The board asked the Secretary to draw up a draft for the By-Laws to include this verbiage going forward.

6. **Market Analysis & Feasibility Study Update:**

   - Clancy Sports is drafting up the Pro Forma including budget, plan, etc for regional events as well as local events. There is a potential for seven available sites for the sports complex. In mid-November Hunden will come back for a visit and then in December they will provide their final report.

7. **Staff Updates:**

   - Tom Teigen provided an update on the funding source for the sports complex, along with the $1.00 TPA rate increase. Management of the facility would not be a third party vendor. County may need to work with ILA's and the Sports Commission. County will be fiduciary on bonding, along with City involvement. The plan is for the facility funds to cover the operational costs, maintenance costs, and make money in excess to build up a reserve for long term upkeep costs. There is not much upkeep the first 18-36 months, so that would be the time to build the reserve. Want the same type of setup for this facility that is currently at the fairgrounds – for the profits to be reinvested in the facility.

   - Tom Teigen provided an update on the Amended Interlocal Agreement. Everyone is all in, just working on getting the amendment through each of the city council boards. Everyone is in their budget processes right now, so we will need to wait until November/December to get the amendment through. This will in turn push off our notifying Department of Revenue which is required to be notified 75 days prior to the start date. Start date is realistically looking like March/April 2019.

8. Meeting adjourned 4:37 p.m.