



ADVISORY BOARD MEETING MINUTES

Tuesday, November 15, 2022
3:00 p.m. to 5:00 p.m.

Location – Remote:

Link posted on TPA website for public access

Snohomish County Executive Office:

Snohomish County Conference Room – Admin West
3000 Rockefeller Ave., M/S 407
Everett, WA 98201

Meeting called by: Advisory Board Chair

3:00 p.m.

Welcome

Roll Call

- Board Members Present:
 - Jeff Bae - Member, Lodging, At-Large
 - Teresa Bitner – Vice Chair, Lodging, Dist. 5 - present
 - Jennifer Caveny – Secretary/Treasurer, Lodging, Dist. 1 – Proxy is Mike West
 - Danielle Cavoto- present
 - Tyler Chism – Member, Non-Lodging, Dist. 3
 - Sarah Cho - Member, Non-Lodging, Dist. 1
 - Doug Hobbs – Member, Non-Lodging, Dist. 5 – Proxy is Tyler Chism
 - Janet Pope – Member, Non-Lodging, Dist. 3
 - Mike West – Chair, Lodging, Dist. 2
- Staff Present:
 - Simreet Dhaliwal – Snohomish County Executive's Office
 - Trudy Soriano – Snohomish County Executive's Office
 - Tammy Dunn - Snohomish County Sports Commission (SCSC) - DMO Agency of Record
 - Nathan Caferro – Snohomish County Sports Commission (SCSC) - DMO Agency of Record
 - Mary Angelo – DVA – DMO Agency of Record
- Presenters Present:
 - NorthAmerica Talk Media Group
 - Jacob Luplow
 - Dan jones
 - 2024 WWA Nationals
 - Corrie Wilson
 - Pro Gymnastics
 - Jen Smith
 - Maura Fox
 - Blue Line Sports
 - Joe Nichols

- Everett 4th of July Parade
 - Scott Bader
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3:10 p.m. – 3:50 p.m.

Grant Applications:

- **NorthAmerica Talk Media Group**

- Dan Jones, CEO of NorthAmerica Talk Media Group, presented. The application is to create content specific to place making and marketing. They partner with different tourism DMOs from across the state and send in influencers to publish it on their platforms. They would work with TPA staff to determine what is marketed. Last year, they reached 1.1 million people across the state.
 - Mike West: Is this a newsletter or dedicated app? What kind of cross marketing is done across social media platforms? Who owns the content? Can it be shared by hotels and companies?
 - Dan Jones: The content is defined with the client. It gets published on their website. All content is digital. Anyone can share or use the content that is published on the website.
 - Sarah Cho: Can Seattle Northcountry as the DMO use this content?
 - Dan Jones: Absolutely, they can share on their social platforms.

- **2024 WWA Nationals**

- Corrie Wilson: World Wake Association is looking to bring back its National Championships for Wakeboarding. There has been a rise in amateur riders since the last time the event occurred in 2019. There will be new people that will be brought in. There is a lot of expansion and marketing done through the event.
 - Tyler Chism: How many competitors will there be? How do you come up with room night projections? How will the \$50k in marketing be helpful?
 - Corrie Wilson: 200-300 competitors are expected for the 4-day event. The room nights are based on post-event surveys from prior events. Sponsors and staff are also included in room night projections. There will be pre and post event marketing.
 - Teresa Bitner: In 2019, there were 1250, how did you calculate that?
 - Corrie Wilson: Staff spoke to host hotels and surveyed attendees.
 - Mike West: Where will competitors be coming from?
 - Corrie Wilson: From across the nation. West coast is the smallest region in terms of interest. Most competitors come from the Southeast which is followed by the central region like Texas.

- **Pro Gymnastics**

- Maura Fox: This application focuses on creating a path forward for female gymnasts for pro-gymnastics. It will be focused on creating a pro-event circuit with cash awards. They are looking for a destination that can be marketed every year and will be returning to that destination every year and are planning on doing national ad buys as well local ad buys. The event will be September 14th.

- Janet Pope: What does the demand look like? How does it relate to the demand that Olympians have?
 - Maura Fox: There's evidence of demand because the career path does not currently exist outside of the Olympics.
 - Jen Smith: What gives the organization confidence about coming is that there was a 2016 event in Everett where the seats were sold out and there were international champions.
 - Mike West: Can gymnasts who are no longer in college but still competing in the Olympics be eligible for this type of event?
 - Maura Fox: Yes.
 - Blue Line Sports
 - Joe Nichols: The holiday ice rink company has 3 locations in Snohomish County. Last year, was the first year that these ice rinks were set up and the organization is now looking to expand into different municipalities. This will primarily be during the holiday season and goes into mid-January.
 - Janet Pope: What are the financial incentives you bring into the community?
 - Joe Nichols: A lot of cities like to bring in novelty ice rinks to create a ripple effect of foot traffic. The mindset behind the ice rink is to create good will and create economic opportunity.
 - Teresa Bitner: There were 250 room nights generated last year to 1000 room nights estimated next year, how do you estimate that?
 - Joe Nichols: All staff stays at hotels. For example, one staff member stayed in a hotel for 2 months. In the future, we are planning on partnering with the NHL and other large partners to market and bring in hockey players for events like "Skate with the Kraken." There are also currently people coming from Canada.
 - Everett 4th of July Parade
 - Scott Bader: This event has been advertised in the past through MyEverett news. There are local sponsors and have raised \$8000 but need \$20,000. They have also partnered with City of Everett and Downtown Everett Association. Hoping to drive from other counties by partnering with other events.
 - Tyler Chism: Can we make it so that the TPA is funding the marketing portion only?
 - Scott Bader: Yes.

3:50 p.m. – 5:00 p.m.

Board Business:

- Grant Applications
 - NorthAmerica Talk Media Group
 - There was a consensus from the board that this would be more appropriate for the DMO to consider.
 - Teresa Bitner made the motion to not approve this application. Danielle Cavoto seconded. Motion passed unanimously.
 - 2024 WWA Nationals
 - Janet Pope: Is there more information that the Sports Commission has on this?

- Tammy Dunn: At least 200 people travel for amateurs' wakeboarding competition. People came from across the country. This event is going to be early August or late July. They will use SCSC datafy to track the room nights.
 - Mike West: Though it's nice to have diversity in location, this event won't bring in reoccurring business.
 - Tammy Dunn: Actually, this might be a recurring event because the lakes here can accommodate the water sports again and again.
 - Teresa Bitner: In reviewing the marketing plan, it looks like it will fall in line with what we are looking for.
 - Janet Pope made the motion to approve this application. Teresa Bitner seconded. Motion passed unanimously.
 - Pro Gymnastics
 - Mike West: Skeptical for whether they will be to hold the event.
 - Teresa Bitner: Need to know more about marketing plan and it seems there is a lot of sales support and event production which can not be covered by TPA funds.
 - Janet Pope: Wanted to echo Mike and Teresa's points. Not sure what other revenue streams they have.
 - Tyler Chism: A lot of money for a startup. The mission seems to be worthwhile. Would it be possible for TPA leadership to meet with the applicant and have them apply again?
 - Mike West: Maybe we should back and ask them to clarify their application. Would we be interested in partial funding? Marketing only for \$50k?
 - Jeff Bae: We would be spending more on the grant than we will be bringing in.
 - Mike West: Perhaps we could do partial funding and then include an ask for marketing plan?
 - Janet Pope: Do we want to create a standard for going back and coaching grantees?
 - Tammy Dunn: This will be in October 2023 and the SCSC has been working with the applicant.
 - Mike West: That would be good on how this funding will be used. They can do that and come back next month.
 - Janet Pope: Maybe they can come with more sponsorships and come back in 60 days to show viability.
 - Mike West: Tammy, please start this discussion with the organization and keep the board updated.
 - Tyler Chism: If the ROI is not enough, can we let the applicant know that \$150k is not feasible?
 - Tammy Dunn: The SCSC came up with the room nights number based on number of athletes, and staff, and then thinking about who else is going to come. These are realistic numbers but also a high cost for those room nights.
 - Teresa Bitner made the motion to ask the applicant to reapply with a detailed marketing and budget plan. Danielle Cavoto seconded. Motion passed unanimously.
 - Blue Line Sports
 - Janet Pope: They did not justify room nights.
 - Teresa Bitner: They did not specify what kind of activities the \$75k would be split into. Also, ice rinks do not bring in overnight visitors.

- Jeff Bae: It seems like a local event but is not a driving force to create new room nights. Even if the ROI is true, it is not enough.
 - Tyler Chism: Ice rinks help promote several destinations during shoulder season. They drive business to places like downtown Arlington and it gives the destination a thing to market. There might not be a direct return for the hotels.
 - Sarah Cho: It looks like they will have the rinks whether they have TPA funds. Unless they can show exactly what they are going to be doing different in 2023, they don't feel comfortable approving funds.
 - Janet Pope: It does draw people in, but they do not stay overnight. Their budget doesn't outline how they're going to market.
 - Danielle Cavoto: It doesn't seem like the applicant is eligible for TPA funds yet.
 - Teresa Bitner: Maybe the TPA can do partial funding for \$25k and for marketing only.
 - Mike West: I have worked with Joe for 2 years and it is a wonderful local amenity. However, we didn't see any overnight stays from it even though it was right next door. Also, unsure about partnership with Kraken working out. This application might not make sense for TPA but for Everett LTAC.
 - Janet Pope: Propose to reject application with a reason.
 - Janet Pope made the motion to not approve this application. Teresa Bitner seconded. Motion passed unanimously.
 - Everett 4th of July Parade
 - Mike West: This application was very city specific and localized.
 - Tyler Chism: \$22,000 seems low for this event. As a representative of the City of Everett, I would like to support.
 - Danielle Cavoto: There is an indirect community bonus and it is a small ask. I lean towards in favor due to the size of the ask.
 - Janet Pope: There is a risk of slippery slope for other local events.
 - Mike West: Agreed, may not be right for TPA funding.
 - Teresa Bitner: Listed expenses are not marketing expenses so it might not be the correct funding for this event.
 - Tyler Chism: Agreed with slippery slope, leaning toward rejecting.
 - Janet Pope made the motion to not approve this application. Teresa Bitner seconded. Tyler Chism abstained. Motion passed unanimously.
- 2023 Meeting Ideas
 - Mike West:
 - First, to be more engaged with our community and the work that we are hoping to accomplish, we are proposing to have March's meeting occur on-site at City Hall in Marysville. The city has graciously offered to host as well as provide a tour of the site selected for the indoor sports facility. Simreet can send out a hold for everyone's calendars if the Board would be interested in this opportunity.
 - Next, as you all know, we have been having discussions on how to get more clarity regarding the State RCW for Tourism Promotion Areas and best practices from other counties. One idea that has come up is to issue a Request for Proposals to bring a consultant on board that can do a study of the state laws and talk to other jurisdictions to learn more about their TPAs. This consultant would then issue recommendations on how we can move forward, and the end-product would serve as a North Star for both staff and the Advisory Board.

- The budget has room to accommodate this study and we estimate that it would cost less than \$100,000. If the advisory board is agreeable, staff and leadership would like to have the study wrapped by June 30th so that it might guide 2024's budget.
- Discussion
 - Janet Pope: Could we talk to MSRC about what the RCW says?
 - Simreet Dhaliwal: Yes, but this study would provide a more comprehensive look at how other jurisdictions operate as well.
 - Tyler Chism: Are we hiring proposing to hire an outside counsel? Or is this benchmark study of how other TPAs operate?
 - Simreet Dhaliwal: \$100k is the max and has not been vetted.
 - Mike West: The county PA's office will have oversight of legal counsel.
- November Board Meeting Minutes
 - Janet Pope made the motion to approve November 2022 board meeting minutes. Teresa Bitner seconded. Motion passed unanimously.

5:30 p.m.

Conclusion
