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## ADVISORY BOARD MINUTES

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Tuesday, July 18, 2023  
3:00 p.m. to 5:00 p.m.

**Location – Hybrid:**

**Link posted on TPA website for public access**

Snohomish County Executive Office:

Delta Hotels by Marriott Seattle Everett  
3105 Pine Street  
Everett, WA 98201

**Meeting called by:** Advisory Board Chair

**Please review:** June 20, 2023 Meeting Minutes

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3:00 p.m.

**Welcome**

**Roll Call**

- Board Members Present:
  - Teresa Bitner – Vice Chair, Lodging, Dist. 5
  - Nikki Brame
  - Danielle Cavoto
  - Jennifer Caveny – Secretary/Treasurer, Lodging, Dist. 1
  - Tyler Chism – Doug Hobbs proxy
  - Sarah Cho - Member, Non-Lodging, Dist. 1
  - Doug Hobbs – Member, Non-Lodging, Dist. 5
  - Janet Pope – Member, Non-Lodging, Dist. 3 – Sarah Cho proxy
  - Mike West – Chair, Lodging, Dist. 2 – Teresa Bitner proxy
  - Kiel Whitney
- Staff Present:
  - Simreet Dhaliwal – Snohomish County Executive's Office
  - Samantha Paxton - Snohomish County Executive's Office
  - Trudy Soriano – Snohomish County Executive's Office
  - Tammy Dunn - Snohomish County Sports Commission (SCSC) - DMO Agency of Record
  - Rachel Lane - Snohomish County Sports Commission (SCSC) - DMO Agency of Record
  - Nathan Caferro - Snohomish County Sports Commission (SCSC) - DMO Agency of Record
  - Amy Coelsch– DVA – DMO Agency of Record
- Presenters Present:
  - Raedle Alburn – Schack Art Center
  - Maura Fox - GIGA

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3:10 p.m. – 5:00 p.m.

**Grant Applications:**

- Schack Art Center
  - Raedle Alburn: Shack Art Center is co-hosting this event with WA Art Education Association. The request is for marketing for the conference. The event will take place at Cascade High School and include many off site venues as well. The event will include full day workshops on Friday, Saturday, and other days. The organizer will be hosting three-week workshop at the same time for educators and museum professionals. Currently, they have already reserved 80 rooms that can be extended.
  - Jennifer Caveny: How many registrations do you have currently?
    - Raedle: We currently anticipate about 200 or more.
  - Teresa Bitner: Are you moving forward whether the funding is given or not?
    - Raedle: We will move forward but will not be able to advertise and highlight different attractions.
  - Teresa: Are the room nights based on last year's numbers?
    - Raedle: Yes, that is correct.

**Board Business:**

- Teresa Bitner: Alright, we're gonna start with the Schack Art Center application. Are there any questions or comments?
  - Teresa: The 13,000 would only generate 50 more room nights.
  - Jennifer moves to approve the application, Kiel Whitney second. Motion passes, one opposed.
- Jennifer Caveny: The board should look at different industry sectors and geographic regions to track where the grant applications are being awarded.
- Simreet: Staff can prepare a presentation for August meeting on where the projects are occurring and what is happening.
- GIGA Application
  - Teresa: Great, thank you everyone. Moving on we have Maura and Jen here from Pro-Gymnastics with an update on their project. You might remember that Maura and Jen presented before the TPA earlier in the year to have a pro-gymnastics event here in Snohomish County. I'll now turn it over to Maura to give an update to the board.
    - Maura Fox: We are shifting event from 2023 or 2024. We need to launch a new pro-sports team. As organizers, we are recommitting to Angels of the Wind on an annual basis. It will include a multimedia and engagement platform. There are international world and Olympic gymnasts that have committed thus far and are negotiating deals with other Olympians. For a number of reasons, the date needs to be pushed. Going into 2024, the Olympic fever for gymnastics peaks. Targeting the date for late May/early June will help capitalize on this.
    - Teresa Bitner: The board would like to ask GIGA to resubmit application with updated dates and marketing strategy so that the board can vote on reallocating the funds to 2024.
    - Maura: Is it helpful to see the application earlier rather than later?
      - Teresa: the earlier, the better usually.
    - Maura: Part of the problem is hiring athletes where they are. If there are other targeted ideas that the TPA has in order to drive tourism to where the TPA would like, it would be good to know.
    - Simreet Dhaliwal: the board should know that the staff has had extensive conversations with GIGA about their project and it seems that the applicant is unclear about what they would like included in their scope.
- Snohomish County Sports Commission Quarter 2 Update

- Teresa: Thanks so much you guys. We look forward to seeing your event come to life in 2024. The next item on the agenda is the Sports Commission Q2 update. Tammy?
  - Tammy Dunn: I will be reporting on the TPA Report Quarter 2 2023 which includes events that have occurred in the first half of the year. The definite business means the booking pass. The year-to-date total is 24,910. The economic impact is \$22.2 million. On the books right now, there are 6,700 room nights planned until 2027. For overnight visitors, there have been almost 28,000 and total visitors are 113,211 in 2023. In comparison to 2022, there were 19,818 room nights and in 2023 there were 28,381. We are starting to move forward beyond 2024. These numbers are coming from economic impact from the Destinations International. The calculator is an accredited source of information. Future events include Spartan Race, EnduroCross, World Wake Association. There were seven bid proposals that were lost. Social media engagement includes Facebook and Instagram.
- DI Calculator
  - Teresa: Great, thanks Tammy. Next, we have on the agenda the Destinations International Event Impact calculator. Last week, a few board members met with Destinations International to preview a demo of the calculator and see how other jurisdictions across the country use it. Your board packets include a memo on the purpose of the memo and how it works. Staff and leadership think this calculator will be a good addition to our work. We were hoping to use the rest of the meeting today to discuss the calculator and decide whether the board would like to allocate a part of the Opportunity Fund dollars to pilot it for the rest of 2023.
    - Danielle Cavoto: I attended the demo and it seemed to be very plug and play.
    - Jennifer Caveny: Does the DMO think this is a good idea?
      - Amy Coelsch: The official stance DVA would support.
    - Jennifer: I would like to see it piloted for the rest of 2023.
    - Tammy: There are local and public events, cultural events, sports, and trade shows that this could help show.
    - Teresa: Staff will ask if DI is available could show an event that has already occurred in the county and see if that could help show the use better.
- June Board Meeting Minutes
  - Danielle Cavoto moved to approve, Sarah Cho seconded. Motion Passes unanimously.

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5:00 p.m.

**Conclusion**

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