



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated January 19, 2021

Members Present : Sheldon Johnson – Vice Chair, Lodging, Dist 2
(By ZOOM conf) Tim Cordodor – Secretary, Lodging, At-Large
Julie Horrigan – Lodging, Dist. 3
Julio Cortes – Member, Non-Lodging, Dist. 2
Sara Blayne – Member, Non-Lodging, Dist. 3
Maia Kalehua – Member, Lodging, At-Large
Jeff Bae – Member, Lodging, At-Large
Doug Hobbs – Member, Non-Lodging, Dist. 5
Virginia Olsen – Member, Non-Lodging, Dist. 4
Adrienne Hall – Member, Non-Lodging, Dist. 1
Reshma Singh-Chand – Member, Lodging, At-Large

Members Absent : Matthew Rosenthal, Chairperson – Lodging, Dist. 1

Staff : Tom Teigen – Department Director, Parks, Recreation & Tourism
Bridgid Smith – Administration and Tourism Division Manager, Parks, Recreation & Tourism
Anniqne Bennett – Tourism Development Specialist, Parks, Recreation & Tourism
Carol Peterson – Interim Tourism Promotion Coordinator
Tammy Dunn - Snohomish County Sports Commission (SCSC)

Applicants : Snohomish County Sports Commission – 2021 & 2022 Spikeball Grand Slam Tournament

Documents:

- Meeting agenda
- Draft Minutes from TPA Advisory Board Meeting on November 17, 2020
- Snohomish County Sports Commission – 2021 & 2022 Spikeball Grand Slam Tournament Application
- Tourism Promotion Area History and Assessment Increase
- TPA Five Year Plan Projection
- 2021 Board Member Matrix
- 2021 TPA Fund Allocation Matrix
- Voting Tally for Zoom conferencing board members

1. Opening:

Meeting called to order at 3:02 p.m.

2. Welcome and Introductions:

Carol Peterson welcomed Board members and staff to the first TPA Board meeting of 2021. She reminded everyone that this virtual ZOOM TPA board meeting was being recorded. Time was also taken for individual introductions, since there were four new board members joining the board for 2021.

3. Tourism Promotion Area History and Assessment Increase

Bridgid Smith provided the new board with a brief history of the TPA Advisory Board, starting with its inception through to the recent request to increase the rate from \$1.00 to \$2.00 per night, along with the work involved to update the ILA agreement with each of the cities, etc. She also reviewed the five-year plan projection to provide a detailed account of the TPA fund to the board, along with the determination that funds can NOT be used for capital expenditures and therefore the boards' decision to fund the DMO services (currently funded by LTAC) in exchange for LTAC building a new sports complex. (document attached) Tammy Dunn then provided a review of the Hunden report for a sports complex development in Snohomish County, along with diagrams of the design and possible site locations. (documentation attached).

Carol Peterson also shared the 2021 Council approved projects with the board and announced that the NWAC Basketball Tournament will not be happening, but as of right now all the remaining projects are on schedule to take place. Current funding is allotted at \$739,000. She will be providing all this information to board members per their request.

Snohomish County Tourism Promotion Area

Snohomish County Department of Parks, Recreation & Tourism, 6705 Puget Park Drive, Snohomish, WA 98296

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4. Grant Application Reviewed:

Tammy Dunn presented the SCSC application for the Spikeball Grand Slam Tournament. This application is for a two-year commitment 2021/2022 for \$6,000 (\$3,000/yr). This tournament is a new event for the County which would be hosted at the Sky River Park in Monroe. The SCSC has been asked to cover the venue rental costs for this event as a bid proposal request. They are expecting 150 teams to participate with an average entry fee of \$50/team. The teams will be competing in a Northwest Region consisting of Washington, Oregon, Colorado, Idaho, Montana, Nevada and Canada (if boarder is open). They are interested in hosting it here for two years, with the ability to continue into 2023 and beyond. Spikeball has been in the area for several years, but were in King County for one day tournaments, but are looking to expand to a two-day tournament this year in Snohomish County. Spikeball is becoming more and more popular and this event will be live streamed which could draw new visitors into Snohomish County. Spikeball markets to 19-23 year olds and targets them on Instagram, Twitter, etc. They know their target market well. Estimating 250 room nights, mostly coming from the teams, not spectators, and they predict this is low, and will increase over the years. Discussion followed on whether Sky River Park is the best location for the event, since on the outskirts of Snohomish County, and some people may stay in Bothell, which is King County instead of Monroe, etc.

5. Board Business:

a. Grant Applications – Recommendations and Votes:

- SCSC Spikeball Grand Slam Tournament (full funding \$6,000-2 yrs) 12 yes, 0 no Approved
- Board members discussed for future applications with multiple years, to put a stipulation of number of room nights required on first year to receive second year funding.
- Tim Cordodor made motion to approve application for full funding for both years, Virginia Olsen seconded; motion carried unanimously.

b. Approval of Meeting Minutes:

- Board member asked if Seattle NorthCountry was still going to present to the board, since it was tabled at the last meeting. Carol informed the Board that they will hold off on presenting to the TPA Board until after the February LTAC meeting.
- Julio Cortes made motion to approve minutes of the November 17, 2020 meeting, Tim Cordodor seconded; motion carried unanimously.

c. Approval of 2021 TPA Board Officers:

- Matthew Rosenthal – Chair, Sheldon Johnson – Vice Chair, Tim Cordodor – Secretary
- Julio Cortes made motion to approve new officers, Adrienne Hall seconded; motion carried unanimously.

6. Staff Reports:

Tom Teigen responded to a board member's question about the sports facility sites and what the County is looking for in a site. He also spoke to a board member's question on what the next steps will be. It will be another year or two before the County is back up to speed with tourism, but we can still take this opportunity to look at potential sites, etc. He also spoke about Cares Act Funding and how some of that money had been dispersed as loans to small businesses, and also the Support SnoCo Local initiative to help businesses/hospitality. He asked the board for input on specific ideas for if more funding becomes available, what might be helpful?

The next LTAC meeting is going to be held on February 16, 2021. The Zoom link will be provided.

7. Meeting adjourned at 4:52 p.m.

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