



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated November 19, 2019

Members Present : Shawn Walker – Chair, Lodging, At-Large
Georgia Borg-Leon – Secretary, Lodging, Dist. 3
Julio Cortes – Member, Non-Lodging, Dist. 2
Mary Fischer – Member, Lodging, Dist. 2
Adrienne Hall – Member, Non-Lodging, Dist. 1
Doug Hobbs – Member, Non-Lodging, Dist. 5
Jay Ohm – Member, Lodging, At-Large
Virginia Olsen – Member, Non-Lodging, Dist. 4
Reshma Singh-Chand – Member, Lodging, Dist. 4
Veronica Verge – Member, Lodging, At-Large

Members Absent : Dale Gellner – Member, Non-Lodging, Dist. 3 – proxy assigned to Jay Ohm
Matthew Rosenthal – Member, Lodging, Dist. 1 – proxy assigned to Veronica Verge

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 – Executive Director, Snohomish County Sports Commission (SCSC)
Terry Musgrave – Interim Executive Director, Snohomish County Tourism Bureau (SCTB)

Guests : Sara Blayne – Chair, SCTB Board of Directors

Applicants : Rick Chapman – Washington Men’s Gymnastics Foundation
Jeff Crockett – Washington Men’s Gymnastics Foundation
Nola Ayers – USA Gymnastics Washington State

Documents:

- Meeting agenda
- Draft Minutes from TPA Advisory Board Meeting on October 15, 2019
- Draft TPA Bylaws for 2020 with staff recommended revisions and additions
- Draft TPA Grant Application form for 2020
- Washington Men’s Gymnastics Foundation Grant Application: 2020 USA Gymnastics Boys Region 2 Regional Championships
- USA Gymnastics Washington State Grant Application: 2021-2022 Washington State Gymnastics Clinic
- Draft 2020 TPA Business Plan
- 2020 Snohomish County Sports Commission Operating Budget Supplemental Documentation
- 2020 Snohomish County Tourism Bureau / Snohomish County Sports Commission Separation Letter

Opening:

Meeting called to order at 2:35 p.m.

1. Welcome and Introductions – Rich Huebner and Chair Walker welcomed Board members and staff.

2. Bylaws Reviewed:

Rich Huebner presented the draft 2020 TPA Bylaws and detailed staff recommended revisions. Most revisions were updates to reflect structural changes since the TPA’s implementation (example: changing the definition of “Department” from the County’s “Office of Economic Development” to “Parks, Recreation and Tourism Department”) and for consistency of language (example: references to the Tourism Promotion Coordinator consistently as the “designated representative of the Department”). Rich also detailed the recommended additional of an Article VIII: Application Process, to formalize the application process and deadline currently in effect.

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Snohomish County Economic Development, 6705 Puget Park Drive, Snohomish, WA 98296

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3. TPA Grant Application Reviewed:

As required by Snohomish County Code (SCC) 4.118.090, the Board reviewed the current TPA Grant Application and discussed potential revisions. Suggested revisions included: (a) eliminate two of the questions at the bottom of page 1; (b) revise remaining questions in same area to reflect the estimated number of hotel room nights drawn as a result of TPA support and the estimated number of the same without TPA support; (c) add questions to this section for the estimated hotel revenue based on an average room rate of \$120.00 per room night, and the cost per occupied, dividing the requested grant amount by the number of TPA-supported room nights; (d) add a section requesting TPA application history, to include the amount requested and the result in previous years for repeat applicants; (e) begin requesting a profit and loss statement and room night history for repeat events; and (f) ask if applicant solicited multiple event venues and, if so, reason alternate venues were not selected.

NOTE: Grant applicants Rick Chapman, Jeff Crockett and Nola Ayers joined the meeting at 3:00 p.m. and were welcomed by Rich Huebner and Chair Walker.

4. Grant Applications Reviewed:

Rich Chapman, Board Member, and Jeff Crockett, Coach and program alum, presented an application on behalf of the Washington Men's Gymnastics Foundation (WMGF) for the 2020 USA Gymnastics Boys Region 2 Regional Championships. Hosted at Everett Community College, over 500 competitors are expected in 2020; 530 slots are available, and 479 gymnasts participated in 2019. There are five states (Alaska, Oregon, Montana, Idaho and Washington) in Region 2; accounting for the anticipated increase in competitors is the expectation that gymnasts from Montana will participate in 2020, when none did in 2019. Delta Hotel will serve as the headquarters hotel for the competition, with the Hampton and Courtyard Inns in Downtown Everett also holding room blocks. WMGF is self-funded, produced all through fundraising, thus partnerships such as the past support of the TPA are considered vital to host successful events that competitors desire to participate in. WMGF is requesting \$25,000 in financial assistance: \$14,000 for venue rental and \$11,000 for judges expenses.

Nola Ayers, Board Member, presented an application on behalf of USA Gymnastics Washington State for the 2021-2022 Washington State Gymnastics Clinic. Slated to be held at the Lynnwood Convention Center, these conferences fulfill the requirement of USA Gymnastics that each state association provide educational opportunities for coaches, officials and participants. Compulsory and optional rule changes are coming in 2021 and 2022, respectively, so the two years being applied for are anticipated by the state association to be highly attended. Additionally, the conferences will provide an opportunity for judges and officials to be (re)certified, a requirement every four years. USA Gymnastics Washington State is requesting \$34,800 in financial assistance (\$17,400 per year) for Facility Rental expenses.

5. Business Plan Reviewed:

Rich Huebner presented the draft 2020 TPA Business Plan, required by SCC 4.118.090 to be reviewed and approved by the TPA Board annually. Some minor wording revisions were included for accuracy, and revenue and expense projections were based on an assumption of full funding of the applications by WMGF and the Snohomish County Sports Commission for its annual operating budget, both of which were still to be voted on; revenue projections including the additional dollar were based on an anticipated start date of May 1, 2020.

NOTE: Snohomish County Tourism Bureau Board of Directors Chair Sara Blayne joined the meeting at 4:00 p.m.

6. Snohomish County Sports Commission 2020 Operating Budget

Carried over from the October 15 meeting, the Board reviewed the supplemental information provided by the Snohomish County Sports Commission in support of its application for its 2020 operating budget. Tammy Dunn detailed for the Board the two separate staffing models currently under consideration based on the current applicant pool. One applicant for the posted position of Sports Development Manager has several years of experience specifically in sports tourism. This person, if hired, would be able to bring established relationships with events rights holders and a successful background in sports sales, requiring significantly less training. If hired, this person would be paid a higher salary than currently budgeted for each of two entry level Development Managers, but less than two entry level individuals combined. Tammy also provided details on the work that would be assigned to the Office Manager (titled Administrative & Sales Coordinator in the original application), if such a position is approved. Tammy requested the Board approve the application at the \$481,920 originally requested, which includes the anticipated cost of hiring two entry level Development Managers, and detailed the anticipated cost savings if able to hire the one experienced individual instead; Tammy also requested the Board approve reallocation of 2019 salary and benefits cost savings to allow payment of advertising and related expenses that would otherwise be paid in January. Chair Walker requested that at the January 2020 TPA meeting, Tammy be prepared to share with the Board the functionality of the organization's Customer Relationship Management (CRM) program and the sales data currently collected and recorded.

7. Board Business

Mary Fischer made motion, Chair Walker seconded, to approve minutes of October 15, 2019 meeting; approved unanimously.

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Chair Walker made motion, Doug Hobbs seconded, to approve the 2020 TPA Bylaws as presented; approved unanimously.

Chair Walker made motion, Secretary Borg-Leon seconded, to approve the 2020 TPA Grant application form as amended; approved unanimously.

Chair Walker made motion, Virginia Olsen seconded, to approve the 2020 TPA Business Plan as presented; approved unanimously.

NOTE: Board Member Hobbs exited the meeting at 4:30 p.m. and assigned his proxy to Chair Walker.

8. Grant Applications – Recommendations and Vote:

▪ WMGF 2020 USA Gymnastics Boys Region 2 Regional Championships – full funding of \$25,000	12 yes, 0 no	Approved
▪ USA Gymnastics Washington State 2021-2022 Washington State Gymnastics Clinic – full funding of \$34,800	12 yes, 0 no	Approved
▪ Snohomish County Sports Commission 2020 Operating Budget – full funding of \$481,920 and 2019 reallocations	12 yes, 0 no	Approved

9. Staff Report:

Rich Huebner reported that the City of Edmonds Finance Committee reviewed the proposed Interlocal Agreement amendment at its meeting on Tuesday, November 12, and agreed to place the issue on the consent agenda for the City Council meeting on Tuesday, November 26. With this vote, Edmonds became the 8th TPA-collecting city to approve the amended ILA, with the Bothell City Council scheduled to review the proposal at its meeting on December 3, 2019.

Tammy also shared that the Snohomish County Tourism Bureau Board of Directors voted at its October meeting to release the Snohomish County Sports Commission effective December 31, 2019. The Sports Commission will become an independent, standalone agency led by Tammy as Executive Director, and the Sports Commission Board of Directors will become the agency's governing body. A letter from the SCTB Board detailing this transition was shared with all TPA Advisory Board members.

10. Meeting adjourned at 5:00 p.m.

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