



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated January 21, 2020

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

Members Absent : Dale Gellner – Member, Non-Lodging, Dist. 3 – proxy assigned to Doug Hobbs
Adrienne Hall – Member, Non-Lodging, Dist. 1 – proxy assigned to Virginia Olsen
Jay Ohm – Member, Lodging, At-Large
Veronica Verge – Member, Lodging, At-Large – proxy assigned to Matthew Rosenthal

Staff : Tom Teigen – Department Director, Parks, Recreation & Tourism
Bridgid Smith – Administration and Tourism Division Manager, Parks, Recreation & Tourism
Rich Huebner – Tourism Promotion Coordinator
Emily Scott – Events Specialist, Parks, Recreation and Tourism
Tammy Dunn – Executive Director, Snohomish County Sports Commission (SCSC)
Terry Musgrave – Office Manager, Snohomish County Sports Commission (SCSC)
Tyler Allen – Sports Development Manager, Snohomish County Sports Commission (SCSC)
Justin A. Smith – Sports Development Manager, Snohomish County Sports Commission (SCSC)

Applicants : Marian DeWane – USA Gymnastics Region 2 (via phone)
Marcia Quint – Angel of the Winds Arena
Nola Ayers – USA Gymnastics Washington State

Documents:

- Meeting agenda
- Draft Minutes from TPA Advisory Board Meeting on November 19, 2019
- USA Gymnastics Region 2 Application: 2020 USA Gymnastics Region 2 Congress
- Angel of the Winds Arena Application: April-May 2020 Event Support
- Washington State Trails Coalition Application: 2020 Washington State Trails Conference
- Cruzin' To Colby Application: 2020 Cruzin' To Colby Car Show

Opening:

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

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

2. Grant Applications Reviewed:

Marian DeWane and Tammy Dunn presented an application on behalf of USA Gymnastics Region 2 for the 2020 Region 2 Congress. Hosted annually, the Congress provides educational opportunities to instructors, coaches, judges and gymnastics club members and business owners; the Congress consists of a judges' workshop and coaches' clinic on Friday, and 11 total educational sessions, six on Saturday and five on Sunday. The Region consists of the states of Washington, Oregon, Alaska, Idaho, Hawaii and Montana, with the Congress hosted in different areas of the Region annually. USA Gymnastics contracts for clinicians and pays hosting bills; any profit is split evenly between USAG and the Region, while any operating loss is absorbed by the Region. The Congress has previously been held in a local Club gymnasium, which is donated, but several clubs have indicated to the Region unwillingness to attend if held in a local Club's facility; the 2020 Congress will be hosted at the Delta Hotel in Everett. Region 2 is requesting \$5,000 in financial assistance for expenses related to the Transportation of Presenters.

Snohomish County Tourism Promotion Area

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

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Marcia Quint presented an application on behalf of Angel of the Winds Arena for event support in the months of April and May, 2020. Angel of the Winds Arena will be hosting events in the two months in question that will bring an estimated 2,200 room nights to Snohomish County. Due to the size and scope of the events being hosted, the Arena will need to rent several pieces of equipment and hire several temporary employees to facilitate the meals and room transitions required. Angel of the Winds Arena is requesting \$80,000 in financial assistance: \$47,500 for Event Staffing, and \$32,500 for Building Equipment Rental.

Emily Scott presented an application on behalf of the Washington State Trails Coalition for the 2020 Washington State Trails Conference. The conference is hosted on a biennial basis; at its 2018 conference in Wenatchee, the Board of Directors chose to seek three locations, in different regions of the state, to host the conference on a rotating basis. Snohomish County was selected as the Northwest Washington location due to its status as a hub for recreational and outdoor activities. Discussion of the application with Board Members identified that only 25 additional room nights are estimated as a result of TPA support. The Trails Coalition is requesting \$20,000 in financial assistance: \$10,000 for catering, \$6,000 for an event planner, \$3,000 for Marketing, Promotions and Print Materials, and \$1,000 for a Welcome Reception.

Mark Johnson, Director of the Providence Hospice and Home Care Foundation, presented an application on behalf of the Cruzin' to Colby Car Show. Cruzin' to Colby is an annual show and shine car show event that benefits local non-profits. Entering its 21st year in 2020, the show attracts approximately 800 show cars, 1,600 participants, 60 local vendors and 40,000-60,000 spectators. A goal of event organizers in 2020 is to increase the event's revenue to provide a larger donation to the event's charity partners. Concern was expressed by Board Members about the ability to attract new participants in an industry in which participants have high brand loyalty to specific shows, and whether a long-standing event, entering its 21st year, truly needs grant assistance to be successful. Cruzin' to Colby is requesting \$12,000 in financial support for marketing.

3. Staff Reports:

Rich Huebner reported all nine TPA-collecting cities have executed and submitted the updated Interlocal Agreement, and he has begun the process to update County Code. The County Prosecuting Attorney's Office has identified that RCW 35.101 is silent on revising an existing TPA, and thus a formal petition, such as required to implement a TPA, may be needed. After consultation with Chair Walker and Tim Cordodor, President of the Snohomish County Lodging Association, a formal petition has been drafted for signatures by hoteliers in Snohomish County; lodging industry Board Members signed in the meeting.

Tammy Dunn introduced new Sports Development Managers Tyler Allen and Justin A. Smith, and Office Manager Terry Musgrave. Tyler is a Snohomish County native, graduate of Everett High School, the University of Washington (B.A.) and Gonzaga University (M.A.), and has worked as Tennis Coach for Kamiak High School, the Mill Creek Tennis Club and Samena Swim and Recreation Club in Bellevue. Justin is a graduate of Butler University and comes from the Dallas/Fort Worth Area, where he was a Group Sales Representative for FC Dallas of Major League Soccer. Terry joins the Sports Commission staff from the Snohomish County Tourism Bureau, where she served as Administrative Assistant and Interim Executive Director; in her newly created role, Terry will handle office and administrative efforts for the Sports Commission, as well as event servicing.

4. Grant Applications – Recommendations and Vote:

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| ▪ USA Gymnastics: Region 2 Congress – full funding of \$5,000 | 11 yes, 0 no | Approved |
| ▪ Angel of the Winds Arena: Event Support April-May 2020 – full funding of \$80,000 | 11 yes, 0 no | Approved |
| ▪ Washington State Trails Coalition: 2020 Washington State Trails Conference – no funding | 11 yes, 0 no | Approved |
| ▪ Cruzin' to Colby Car Show – no funding | 11 yes, 0 no | Approved |

NOTE: Board Member Olsen exited the meeting at 4:40 p.m. and assigned her proxy vote to Board Member Fischer.

5. Board Business:

Rich Huebner detailed the revisions made to the Bylaws, Business Plan and Grant Application as approved at the November meeting and will send copies to Board Members for their review.

6. Officer Elections:

Rich Huebner detailed the officer positions (Chairperson, Vice Chairperson and Secretary) which are in need of election, and Chair Walker opened the floor for nominations.

Mary Fischer made motion, Matthew Rosenthal seconded, to reappoint Shawn Walker and Georgia Borg-Leon to the positions of Chairperson and Secretary, respectively; passed unanimously.

Mary Fischer made motion, Reshma Singh-Chand seconded, to appoint Matthew Rosenthal to the position of Vice Chairperson; passed unanimously.

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

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