



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Advisory Board Meeting, dated May 19, 2020

Members Present : Shawn Walker, Chairperson – Lodging, At-Large
(By ZOOM conf) Georgia Borg-Leon, Secretary – Lodging, Dist. 3
Julio Cortes – Member, Non-Lodging, Dist. 2
Dale Gellner – Member, Non-Lodging, Dist. 3
Virginia Olsen – Member, Non-Lodging, Dist. 4
Veronica Verge – Member, Lodging, At-Large
Adrienne Hall – Member, Non-Lodging, Dist. 1
Reshma Singh-Chand – Member, Lodging, Dist. 4

Members Absent : Doug Hobbs – Member, Non-Lodging, Dist. 5
Matthew Rosenthal, Vice Chairperson – Lodging, District 1 – proxy assigned to Veronica Verge
Sheldon Johnson – Member, Lodging, Dist 2
Maia Kalehua – Member, Lodging, At-Large – proxy assigned to Georgia Borg-Leon
Jay Ohm – Member, Lodging, At-Large – proxy assigned to Shawn Walker

Staff : Tom Teigen – Department Director, Parks, Recreation & Tourism
Bridgid Smith – Administration and Tourism Division Manager, Parks, Recreation & Tourism
Carol Peterson – Interim Tourism Promotion Coordinator
Tammy Dunn – Executive Director, Snohomish County Sports Commission (SCSC)
Tyler Allen – Sports Development Manager, Snohomish County Sports Commission (SCSC)
Anniqne Bennett – Tourism Development Specialist, Parks, Recreation & Tourism
Tina Beckstrom – Group Sales Associate, DVA Advertising & Public Relations
Daniela Constantinescu – Accountant I, observing

Applicants : Tammy Dunn & Patti Gable – on behalf of Northwest Aerials
Dr Anna Martin & Dr. Teresa Richter – on behalf of WANP (WA Assoc of Naturopathic Physicians)

Documents:

- Meeting agenda
- Draft Minutes from TPA Advisory Board Meeting on April 21, 2020
- WANP (WA Association of Naturopathic Physicians) - Connect 2020 Conference Application
- Northwest Aerials – 2021 USA Gymnastics Gold/Platinum/Diamond State Championships
- Northwest Aerials – 2022 USA Gymnastics XCEL Regional Championships
- Voting Tally for Zoom conferencing board members
- Power Point – DMO Presentation

1. Opening:

Meeting called to order at 3:08 p.m.

2. Welcome and Introductions:

Carol Peterson welcomed Board members and staff to the May 19, 2020 virtual ZOOM TPA board meeting.

3. Grant Applications Reviewed:

Dr. Anna Martin and Dr. Teresa Richter presented an application on behalf of WANP (WA Association of Naturopathic Physicians), a non-profit organization for their Connect 2020 Conference coming up October 9-11, 2020. This is an innovative conference designed to bring local, regional, national and international healthcare professionals to Snohomish County to be educated, hear healthcare related updates, earn Continuing Education Credits (CEC), and discuss research, trends and analytics in the industry. They are trying to model this conference similar to the east coast Innovative Healthcare Symposium, a national conference. They are projecting 1500 hotel room nights contributed to this event which they hope to hold at the Lynnwood Convention Center with the support of TPA funding. With support they would be able to extend their conference from two to four days (with an optional fifth day), thus increasing the number of overnight stays in hotels. They are projecting economic

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impact to Snohomish County of \$325,000. They are asking for \$55,500 in support for marketing/advertising, industry tours/transportation, venue rental fees, and additional conference costs. Board member questions followed, mainly in regards to current COVID-19 situation and whether the funding would still be provided, even if a second wave came and the conference had to be done virtually. Dr. Martin responded yes, because conference would still need to be provided regardless, due to CEC's being needed, but the long term benefit for years to come would still remain with future year attendees coming in person.

Tammy Dunn & Patti Gable presented their two applications for the USA Gymnastics Championships for NW Aerials. These were two events that were approved in 2019 by the TPA Board for 2020, but since both events were cancelled in April due to COVID-19, NW Aerials was given the opportunity to host the events again in 2021 and 2022. So Patti is coming back to the TPA Board to request funding again for these two events. The Gold/Platinum/Diamond State Championships would be held in Everett in 2021 at the ECC Walt Price Fitness Center, and the Regional Championships would then be hosted in 2022. Patti also spoke to the board about possible requirements needed if COVID-19 still in place, and that longer/additional days would be used to stretch out the number of kids participating per session. They are asking for a reduced amount from their prior applications, from \$17,000 for each event to \$12,000.

4. Board Business:

a. Grant Applications – Recommendations and Votes:

- WANP (no partial funding):
Annual Conference Connect 2020 – **full funding of \$55,500** 1 yes, 10 no Not Approved
- NW Aerials:
2021 USA Gymnastics Gold/Platinum/Diamond - **full funding \$12,000** 11 yes, 0 no Approved
- NW Aerials:
2022 USA Gymnastics XCEL Regionals - **full funding \$12,000** 11 yes, 0 no Approved

b. Approval of Meeting Minutes:

- Shawn Walker made motion to approve, Georgia Borg-Leon seconded, to approve the minutes of the April 21, 2020 meeting; motion carried unanimously.

5. Staff Reports:

Bridgid Smith mentioned that it is coming up to budget time and she presented the history of the plan for the additional \$1.00. The Plan was for the additional \$1.00 (since TPA can't use it for capital) that LTAC would go out for a bond and then LTAC would take on the design/engineering phase of sports facility, and then TPA would take over funding for the DVA/Annie's group, which had been funded by LTAC. This has been a two year process. Board member is very concerned with short fall of revenue right now and where the County will go for funding since TPA has large reserves. The additional \$1.00 was for the building of the new sports complex. He asked if LTAC is still going to proceed with the bond, post COVID, and if the TPA is going to take over funding of Annie's Destination Marketing group. Realistically there will be a delay in the construction. Once TPA takes over tourism funding, there's not a lot of reason for LTAC to take that back, even if complex is not built. The board is requesting something in writing from LTAC to this plan. Tom mentioned recovery funds that may be available, and during the last big downturn construction projects were the key components to getting the economy back started again. Also, the projects that have an immediate huge economic impact to the community, they were the ones funded. Usually a very large capital base is put out by the government to help stimulate the economy and Snohomish County is positioning themselves to be ready for that, and this sports complex would be one of them. Board member wants to have long term leverage over LTAC on this issue. Bridgid also mentioned that there is a new LTAC chair this year that is unfamiliar with the background and her and Tom will be meeting with the chair over the next couple of weeks to provide information to get the chair updated.

Annie Bennett and Tina Beckstrom provided a Power Point Presentation on month end STR report for April statistics along with reports on the PFD's (Lynnwood Convention Center & Edmonds Center for the Arts). (Power Point file is attached to minutes). They also discussed the new focus for their group with day trippers driving to Snohomish, vs overnight stays right now. Annie also provided staff updates – Tina & Richard have been reduced to 30 hours a week and Trudy is back to 40 hours a week to help support with fiscal side of position.

Tammy also gave a brief update on her group, the support they have provided on IDSS cleanup, and a list of events that have had to be cancelled – 48 sporting events have been cancelled from March 1st through the end of April, equating to 8500 room nights lost and \$11.4M in economic impact. Have also lost events all the way into August at this point. The US Club Soccer and Wrestling events that were funded by TPA for May and June have also been cancelled. Sporting events will not be allowed until Phase 4, with practices starting in Phase 3 with social distancing, etc. Once open it will most likely be a drive market, with fewer teams per event, to make sure participants are safe and stay healthy. She has continued to reach out to the event coordinators to work with them on events for 2021 and beyond. She also gave a status update to the board on the \$75,000 that she has cut from her budget by eliminating paying for 2021 conferences that are normally paid in December, cancelling attendance for conferences, and monitoring the budget with a "no spend" policy right now, except for advertising with contracts, to keep their voice out there. At this time no changes have been made to labor costs, but have redirected workload to help support Tina with IDSS, cleaning up account types, etc. Board member asked for a revised budget, along with revised revenues.

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Training – Alessandra Durham has provided a link that will be sent out to board members for online board training. Once the link is sent out, board has been asked to send confirmation to Carol Peterson that they have successfully completed the course.

6. Meeting adjourned at 4:23 p.m.

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