



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Board Meeting, dated May 22, 2018

Present : Shawn Walker – Chair, Lodging at Large
Jay Ohm – Member, Lodging at Large
Jim Ballew – Member, Non-Lodging Dist. 1
Rick Comeau – Member, Non-Lodging Dist. 2
Dale Gellner – Member, Non-Lodging Dist. 3
Jennifer Caveny – Member, Lodging Rep. Dist. 1
Tammy Dunn – SCTB Sports Commission
Amy Spain – SCTB Director

Absent Debbie Burton (Emge) – Member, Non-Lodging Dist. 5 - no proxy vote assigned
Greg Willie – Member, Lodging at Large – proxy vote to Shawn Walker
Georgia Borg-Leon – Member, Lodging Rep. Dist. 3 – proxy vote to Shawn Walker
Andrew Heelas – Member, Lodging Rep. Dist. 4 – no proxy vote assigned

Staff : Tom Teigen – Department Head
Bridgid Smith – Division Manager
Carol Peterson – Tourism Promotion Coordinator

Documents:

- Meeting agenda
- Minutes from TPA Board Meeting on April 17, 2018
- USA Team Phoinix Powerlifting Holiday Classic application
- New board member application – Veronica Verge
- Request for Proposal for market analysis/feasibility study
- History of process to Increase TPA charge to \$2.00/night

Opening

Meeting called to order at 3:00 p.m.

1. Introductions

2. Grant Application/s Reviewed

Colleen Hansford, from Team Phoinix Powerlifting, presented her application for the USA Powerlifting Holiday Classic event, along with Tammy Dunn. This is a drug tested, drug fee membership based club. She is requesting \$7,000 in financial assistance to help with facility rental fees for Everett CC and transportation/lodging fees for officials. The event will take place during the off-season, December 7-9, 2018. The club wants to expand from 60 lifters to approximately 200, so they need to expand to a new facility with approximately 10,000 square feet, due to the competition racks and four or five practice racks they need to bring in. The last competition organized by Team Phoinix had to be capped at 80 lifters, due to space limitations, and they sold out in two weeks. The sport is growing and Colleen has no worries that the event will fill up. The Everett CC was chosen because the lifters could bring in their own food, which is very specific to powerlifting, etc. Other facilities would not permit them to do this. The club's only source of revenue is through registration fees, \$90 for open class, \$75 for fire/police, etc., as well as tickets for the event at \$5.00/person (kids free). These proceeds will go towards awards, t-shirts, event operations, hospitality food/beverages, and marketing the event.

3. Reviewed grant application and voted upon as follows:

- USA Team Phoinix Powerlifting – full funding 0 no, 9 yes, approved

4. Motion – Jennifer Caveny moved to approve minutes from the April 17, 2018 meeting, Jim Ballew 2nd, minutes approved.

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Snohomish County Economic Development, 3000 Rockefeller Avenue MS 411, Everett, WA 98201

5. **Board Positions** – New application was submitted by Veronica Verge, general manager at Best Western Cascadia Inn in Everett. The board reviewed her application and voted unanimously to approve her to the At-Large Lodging position.

6. **Next steps for \$1.00 TPA Rate Increase:**

- **Market analysis/feasibility study** – Tammy Dunn and Amy Spain provided an update to the RFP applications. The deadline for submittal was today at noon, and Tammy received eight applications. She had sent the request to 10 consulting firms, to the five agency names provided by TPA Coordinator, and also posted the announcement on the Snohomish County website, to make sure they had as broad a reach as possible. Tammy wants to make sure she does the evaluation process correctly, so she worked with Russ Bosanko on the scoring sheet, and did not open any of the applications until after the scoring sheet was completed. The review will start tomorrow and Tammy will be providing the scorers with a copy of the proposals (Sharon Swan, Amy Spain, Carol Peterson, two Sports Commission Board members, and at least two members from the TPA Board). Shawn Walker and Dale Gellner volunteered to represent the TPA Board (Jennifer Caveny and Joel Faber will be representing the Sports Commission). Tammy will facilitate the process but will not be scoring, since she knows some of the applicants. With this being Memorial Day weekend, the plan is to give extra days to review, and then come back together for a day next week to evaluate all eight applications. Possible dates are May 30th or 31st. At the end of the day there will be three finalists that will be asked to come back next month to present at the TPA Board meeting.

Question was asked if any reference work was being done – each applicant provides at least three references, as well as google and media searches will be done ahead of time. The three finalists would definitely have reference checks done.

- **SCTB Application for Feasibility Study** – Tammy provided a list of all eight applicants' fees and locations and asked when the TPA Board wanted her TPA application turned in for the feasibility study/market analysis. Board would like it in June, but since it would not be reviewed until June 19th, they recommended to have Tammy complete the application by June 1, 2018, and then Carol would email it out to board members for their review and vote by email. It was also clarified that the contract would be through the Snohomish County Tourism Bureau (SCTB). A board member asked who is doing the legal work for the contract between SCTB and the consultant that is chosen. All legal work will be through the SCTB.

7. Meeting adjourned 4:00 p.m.

NOTE: Tammy provided the market analysis/feasibility study application to Carol on 05/30/18 and it was mailed out to all board members for a review and vote. Received vote of approval back through email. Copies of emails are attached to application. Motion, Matrix and ECAF sent to Council for approval on application since it is for \$85,000, which is above the \$25,000 threshold for Executive to sign based on the initial work plan approved by Council in January with Motion 18-007.