



SNOHOMISH COUNTY
Tourism Promotion Area

Minutes of TPA Board Meeting, dated June 19, 2018

- Present** : Georgia Borg-Leon – Member, Lodging Rep. Dist. 3 – acting chair
Jim Ballew – Member, Non-Lodging Dist. 1
Dale Gellner – Member, Non-Lodging Dist. 3
Debbie Burton – Member, Non-Lodging Dist. 5
Veronica Verge – Member, Lodging Rep. At-Large Lodging
- Absent** : Shawn Walker – Chair, Lodging at Large – proxy vote assigned to Jennifer Caveny
Jennifer Caveny – Vice President, Lodging Rep. Dist. 1
Greg Willie – Member, Lodging at Large – no proxy vote assigned
Andrew Heelas – Member, Lodging Rep. Dist. 4 – no proxy vote assigned
Jay Ohm – Member, Lodging at Large – no proxy vote assigned
- Staff** : Bridgid Smith – Division Manager
Carol Peterson – Tourism Promotion Coordinator
Tammy Dunn – SCTB Sports Commission
Haley Lannom – SCTB Sports Commission

Documents:

- Meeting agenda
- Minutes from TPA Board Meeting on May 22, 2018
- 2019 USA Gymnastics Boys Region 2 Regional Championships
- 2019 USA Gymnastics Washington XCEL Regional Invitational
- 2019 USA Gymnastics Washington XCEL Bronze and Silver State Competition

Opening

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

1. Introductions

- i. Welcome new board member, Veronica Verge.
- ii. Rick Comeau has resigned from the board - he has resigned as the General Manager of the Angels of the Wind Arena and will be taking a new position in British Columbia.

2. Grant Application/s Reviewed

Rick Chapman, from Washington Men's Gymnastics Foundation, presented his application for the 2019 USA Gymnastics Boys Region 2 Regional Championships. The Foundation is self-funded through donations and fundraisers, but want to host the Region 2 Championships which would include athletes from WA, OR, ID, MT and AK. This would bring over 3000 visitors to Snohomish County during the off-season (April) for a three day event. If they host the event they would be required to pay for the hotel stays for the coaches and judges, as well as the vendor facility rental fees. They would be hosting the event at Everett Community College in the Walt Price Fitness Center. They are asking for \$25,000 in assistance from the TPA Board.

Patti Gable, from Northwest Aerials, came and presented two applications to the board – 2019 USA Gymnastics WA XCEL Regional Invitational, and 2019 USA Gymnastics WA XCEL Bronze and Silver State Competition. Although NW Aerials is based in Kirkland WA, most of their events are held in Snohomish County. The Bronze and Silver event would be held at Edmonds Community College and would bring in approximately 500-600 athletes, plus parents. The three day event would be held in

March during the off-season. Northwest Aerials is asking for \$12,000 in support to help with facility rental costs, AV equipment costs, and marketing & promotions.

The Regional Invitational, a three day event, will be held in April during the off-season, and is aiming to bring in 1000 athletes. This event will be held at the Evergreen Fairgrounds which is a larger facility and therefore can accommodate the increase in numbers from 650 athletes last year to the projected 1000 this year. Athletes will be coming from WA, OR, ID, MT and AK. Northwest Aerials is asking for TPA support of \$17,000 to help with facility rental costs and marketing & promotions for this event.

3. Reviewed grant application and voted upon as follows: (received additional votes from members through email - attached)

- 2019 Gymnastics Boys Region 2 Regional Championships – full funding 0 no, 9 yes, approved
- 2019 USA Gymnastics Washington XCEL Regional Invitational – full funding 0 no, 9 yes, approved
- 2019 USA Gymnastics Washington XCEL Bronze and Silver - full funding 0 no, 9 yes, approved

4. Motion – Jim Ballew moved to approve minutes from the May 22, 2018 meeting, Debbie Burton 2nd, minutes approved.

5. Board Positions – With Rick Comeau’s resignation, a replacement for his District 2 Non-Lodging position will need to be found. Suggestions were made for Cory who will be Rick’s replacement as GM for Angels of the Wind Arena, as well as Garrett from Everett Community College. A board member also asked about a representative from Economic Alliance. Carol will post an announcement on the Snohomish County website for the current vacant positions on the board.

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

- **Market analysis/feasibility study RFP Update** – Tammy Dunn provided the board with an update on the top four (out of ten) candidates selected to come and present their proposals in person to the selection committee. The four candidates are Johnson Consulting, Convention Sports Leisure (CSL), Sports Facility Advisory, and Hunden Associates. Three of the candidates will be coming on Monday, June 25, 2018 to present, and then the final candidate will present on Wednesday, June 27, 2018. Tammy made reference checks on each of the four candidates (at least two references on each) and all references came back as pleased with the work provided. Tammy will be providing score sheets for the final reviews on Monday and Wednesday. One candidate from original ten applicants called Tammy asking for scoring results.
- The board provided an update to Veronica Verge on the \$1.00 increase and market analysis/feasibility study work, to catch her up on the current activity.

7. Meeting adjourned 4:10 p.m.