

---

## Minutes of Lodging Tax Advisory Committee (LTAC) Meeting

Dated May 12, 2021

---

### Members

Present: Council Member Stephanie Wright – LTAC Member, Chair  
Shawn Walker – LTAC Member, Lodging  
Debbie Copple – LTAC Member, Tourism  
Adrienne Hall – LTAC Member, Tourism  
(All present through Zoom conferencing)

Staff: Tom Teigen – Parks, Rec & Tourism, Department Head  
Bridgid Smith – Parks, Rec & Tourism, Division Manager  
Anniqne Bennett – Parks, Rec & Tourism, Tourism Development Specialist  
Trudy Soriano – Parks, Rec & Tourism, Public Involvement Specialist  
Jim Martin – Legislative Analyst, Council

Other: Paul Pukis – Mosaic Insurance Alliance, LLC  
Matt Keller – Edmonds Center for the Arts

### Documents:

- Meeting agenda
- Draft Minutes from 03/04/2021
- Draft 2022 Small Fund Grant Cycle Timeline
- Snohomish County Boards – Georgia Borg-Leon LTAC Application
- County DMO 2021 Budget Request
- Edmonds PFD 2021 – Contract Language Modification Request

### Opening:

Meeting called to order at 3:36 p.m.

**Introductions:** Committee members were introduced and informed that the meeting will be recorded.

### DISCUSSION ITEMS:

**Guest Speaker** – A current board member introduced guest speaker Paul Pukis to present on a potential private-public partnership as an avenue to build a large indoor sporting complex within the Snohomish County. Paul has met with the SCSC as well as Tom Teigen with DNCR. In this situation, a public entity would provide the land and a private entity would help build and run the operation. Paul anticipates this project would bring in 66,000 room nights to the county and generate \$36 million in economic impact to the community. The current plan is for a 100,000 square foot building, which would include basketball courts, volleyball courts, beach volleyball courts, as well as space for weight and skill training.

**‘Dine Out Snohomish County’** – Staff Tom Teigen spoke to the board regarding a six week joint promotional effort between Snohomish County, several local cities LTACs, and the Port of

**Snohomish County Hotel / Motel Fund Lodging Tax Advisory Committee**

Snohomish County Department of Parks, Recreation and Tourism  
6705 Puget Park Drive, M/S 303, Snohomish, WA 98296

Everett. The tourism based initiative would promote restaurants and retail through the month of June 2021. The request was made through the Everett Herald as well as additional advertising agents. Staff Tom Teigen expressed he would bring the recommendation to Council for final approval.

**Small Fund 5 -Year Plan** – staff Bridgid Smith reviewed the County LTAC Small Fund 5-Year Plan. Revenues for the 2020 Small Fund were at about 70 percent of pre-COVID-19 numbers. So far 2021 revenues have been strong and will update at the fall meeting.

#### **ACTION ITEMS:**

**Approval of Meeting Minutes (Motion #1):** Shawn Walker made motion, Adrienne Hall seconded, to approve minutes of the March 4, 2020 meeting. Approved unanimously.

**Motion #2** – Debbie Copple made motion, and Adrienne Hall seconded, to recommend Georgia Borg-Leon as a new member of the Snohomish County Lodging Tax Advisory Committee (LTAC). Approved unanimously.

**Motion #3** – Staff Annique Bennett reviewed the County DMO request for additional \$280,000 in funding from the Small Fund to support destination marketing through programmatic placement and a restored public relations program. Both requests follow phase appropriate plans for recovery.

Staff reiterated that the proposed work would support the programs funded through the \$172,000 previously granted to the County DMO from the Small Fund. The \$172K funds restored the DMO's asset production budget, and those assets will be published with the additional programmatic money. Additionally, the microsites will be landing pages for potential visitors whom view Seattle NorthCountry ads.

The committee requested a short presentation from the County DMO at the next official LTAC meeting to walk through an example microsites and review performance metrics.

Shawn Walker made motion, and Debbie Copple seconded to award an additional \$280,000 from the Small Fund to the County DMO. Approved unanimously.

**Motion #4** – Shawn walker made motion, Adrienne Hall seconded, to open the 2022 Hotel-Motel Small Fund Grant Round at an amount not to exceed \$475,000. Approved unanimously.

**Motion #5** – Debbie Copple made motion, Shawn Walker seconded, to recommended \$10,000 from the County Small Fund to go towards the 'Dine Out Snohomish County' promotional campaign.

**Motion #6** – Matt Keller from the Edmonds Center for the Arts presented the Edmonds PFD request to make a slight change to the contract language to include payment on debt services associated with the original renovation project and /or direct costs incurred for maintenance, repair and improvements to the Edmonds Center for the Arts. The addition of debt services would align the 2021 Edmonds PFD agreement with the 2022 Everett PFD agreement, also approved in Motion 19-418.

**Snohomish County Hotel / Motel Fund Lodging Tax Advisory Committee**  
Snohomish County Department of Parks, Recreation and Tourism  
6705 Puget Park Drive, M/S 303, Snohomish, WA 98296

Shawn Walker made motion, Debbie Copple seconded, to approve the language change to the Edmonds Center for the Arts contract with Snohomish County. Approved unanimously.

**BOARD BUSINESS:**

In response to a previously submitted question from a committee member, county staff is seeking both legal and an auditor's opinion on whether private entities can utilize the Snohomish County Hotel-Motel Small Fund money. If it is an option, this topic would need to go through council for a policy change.

Meeting adjourned at 4:55 p.m.

**Snohomish County Hotel / Motel Fund Lodging Tax Advisory Committee**  
Snohomish County Department of Parks, Recreation and Tourism  
6705 Puget Park Drive, M/S 303, Snohomish, WA 98296

Minutes of the Snohomish County Lodging Tax Advisory Committee are intended to be a reasonable summary of its deliberations and actions. The minutes are not a verbatim record of everything said at the meeting. The minutes include all actions take by the committee.