



**Snohomish County**

**Dave Somers**  
*County Executive*

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**MEMORANDUM**

**DATE:** November 29, 2022  
**TO:** Chair, Snohomish County Council  
**FROM:** Dave Somers, Snohomish County Executive

**RE: Tourism Promotion Area (TPA) Advisory Board Nomination**

The Tourism Promotion Area (TPA) Advisory Board was created to serve in an advisory capacity to make use of lodging charges collected under Chapter 4.118 SCC. The Advisory Board is comprised of 14 members: five (5) lodging members, one from each of the five Snohomish County Council Districts; four (4) at-large lodging members; and five (5) non-lodging members, one from each of the five Districts. The purpose of the TPA is to increase overnight stays in Snohomish County. Additional considerations include: the improvement and development of tourism attractions, allowing for tourism marketing in new markets, increased advertising and trade show attendance and other marketing promotions.

Pursuant to SCC 4.118.080, the members of the advisory board may serve up to three consecutive, three year terms. In April 2022 the TPA Advisory Board voted to elect Nikki Brame to its membership as a At-Large –Lodging member. This new member will fill a vacant position starting December 31, 2022. The applicant represents extensive experience in the tourism and hospitality industry.

Ms. Nikki Brame is currently the Vice President of Sales and Marketing for 360 Hotel Group with hotels in Districts 2 and 3. Ms. Brame has been with her company for over 13 years and manages the finances of 6 hotels. Nikki Brame has been involved with committees in Snohomish County that focus on economic development and the vitality of local businesses and communities.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Ms. Nikki Brame, At-Large – Lodging member, to a vacant position for a term ending December 31, 2025.