

Tourism Promotion Area (TPA) Advisory Board

Meeting Minutes

Date: Tuesday, September 30, 2025

Time: 3:00 – 3:50 p.m.

Location: Remote (Public link via TPA website)

Board Members Present:

Jennifer Caveny, Savannah Fabroa, Doug Hobbs, Mike West, Jeff Bae, Raechel Morera

Absent:

Tyler Chism, Janet Pope, Quynh Devitte

Staff Present:

Trudy Soriano, Tammy Dunn, Nathan Caferro, Sarah Strozyk, Richard Porter

Absent:

Nick Shekeryk, Harry Birak, Landyn Olson, Taras McCurdie

Presenters:

Ashley Brinkman – DVA

Tammy Dunn – Snohomish County Sports Commission

Meeting Highlights:

1. Grant Application Reviews and Decisions

FIFA Phase 2 Campaign – DVA

- **Request:** \$277,100 for Campaign Strategy and Management, Digital Media Management, Creative Development, digital, traditional, and programmatic marketing related to FIFA 2026 Phase 2
Approved: Full Amount; \$277,100 total
- **Vote:** Unanimous approval

Sports Commission 2026 Funding Request – Snohomish County Sports Commission

- **Request:** \$682,000 (4.4% increase from 2025) Annual Sports Commission DMO Budget
Approved: Full Amount; \$682,000 total
- **Vote:** Unanimous approval

2. Approval of Previous Meeting Minutes

August 2025 Meeting Minutes approved unanimously.

3. Announcements & Updates

- **Activate Snohomish Community Grant:**
 - Launching October 1
 - Two tracks: small businesses and municipalities/community chambers
 - Application deadline: December 1
 - Awards announced: January 1
- **LTAC Funding – Round 2:**
 - Upcoming funding opportunity for small businesses and municipalities
- **Speedway Update:**
 - Final race day this Saturday noted by Doug Hobbs
- **New Hotel in Woodinville:**
 - Luxury hotel and spa opened; includes rooftop bar and wine tasting experience (Mike West)

Meeting Adjourned: 3:50 p.m.