

MEMORANDUM

DATE: April 11, 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 March 2022 the TPA Advisory Board voted to elect Janet Pope to its membership as a District 3 – Non-Lodging member. This new member will fill a vacant position starting May 1, 2022. The applicant represents extensive experience in the tourism and events industry.

Ms. Janet Pope is the Executive Director of the Lynnwood Public Facilities District and is responsible for the oversight of Lynnwood Convention Center operations, funding, and redevelopment master planning. Prior to the current positions with Lynnwood, Ms. Pope worked as Chief Executive Officer at Compass Housing Alliance, which is a service organization and major responder to the current housing and homeless crisis. Ms. Pope brings over 20 years of experience in leadership roles in the nonprofit sector, working closely with both government and the private sector. At this time, Ms. Pope also serves on the Tourism Advisory Commission for the City of Lynnwood. Ms. Janet Pope has also served on a number of other boards and commissions including the City of Everett diversity commission, the YMCA community development board as well as a number of commission created by Seattle Mayors and King County Dow Constantine.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Ms. Janet Pope, District 3 – Non-Lodging member, to a vacant position for a term ending December 31, 2024.