

Snohomish County Boards & Commissions Application Form

SNOHOMISH COUNTY BOARDS & COMMISSIONS APPLICATION FORM

NOMINEE: Please fill in this section

Name of Board/Commission:	Tourism Promotion Area (TPA) Advisory Board
---------------------------	---

	New Appointment
--	-----------------

Snohomish County Council District (Please choose one):	1
--	---

Name	Raechel Morera
------	----------------

Home Address	9320 Thomle Rd.
--------------	-----------------

Mailing Address (if different)	<i>Field not completed.</i>
--------------------------------	-----------------------------

City	Stanwood
------	----------

State	WA
-------	----

Zip Code	98292
----------	-------

Telephone (Home)	267-979-4150
------------------	--------------

Telephone (Work)	425-248-4226
------------------	--------------

Email	raechelm@economicalliancesc.org
-------	--

Current Employer	Economic Alliance Snohomish County
------------------	------------------------------------

Occupation	Events & Programs Manager
------------	---------------------------

Education	College
-----------	---------

Licenses held (if applicable)	NA
-------------------------------	----

Why would you like to serve on this board/commission?	I am eager to join the TPA Advisory Board because I am passionate about the economic development of Snohomish County and believe that tourism plays a pivotal role in achieving this goal. Serving on the board will provide me with
---	--

the opportunity to make a meaningful impact by leveraging my skills and expertise in events, programs, and marketing to drive the growth of the local tourism sector. I am committed to supporting the TPA's mission and working collaboratively with fellow board members to enhance the county's appeal as a tourist destination, thereby benefiting the community as a whole.

Please explain why you are a qualified candidate, including relevant professional experience, to serve on the board/commission.

As the Events & Programs Manager for Economic Alliance Snohomish County (EASC), I believe I am well-suited to serve on the Tourism Promotion Area (TPA) Advisory Board. I have 15+ years of experience in event planning, marketing, and promotions. My role with EASC has given me a deep understanding of the importance of tourism in driving economic growth. I have successfully managed various events and programs that have contributed to the promotion of local businesses and attractions, aligning with the TPA's goal of increasing overnight stays in Snohomish County. Additionally, I possess strong project management and financial oversight skills, which will be valuable in reviewing funding applications and making recommendations to the Council, ensuring that resources are allocated effectively. Finally, my experience in marketing and promotion will enable me to contribute to the development of innovative strategies for expanding tourism marketing in new markets, increasing advertising, and trade show attendance, ultimately benefiting the tourism industry in the region.

Please list community involvement/volunteer activities

I am currently enrolled in the Leadership Snohomish County Signature Program. I volunteer with the Stanwood Commerce Alliance and regularly engage and collaborate with the leaders of all Snohomish County chamber organizations through my work with EASC.

How did you learn of this opportunity?

I learned of this position through Simreet Dhaliwal and Brian Doyle at the Snohomish County Executive Office.

Do you currently serve on a Snohomish County board or commission?*

No

**2.03.060SCC - Candidates for appointment to county boards or commission must meet the following requirements:*

(1) Possess qualifications for the appointment sought, as shown by the candidate's written documentation and any hearing testimony;

(2) If a reappointment, demonstrate the continuing benefits of retaining the board member as discussed in the executive's recommendation and a satisfactory attendance record, as determined by adopted criteria of the particular board;

(3) Reside or work in Snohomish County, or show evidence of special interest in Snohomish County, PROVIDED That a candidate may not be a County employee.

****Please be advised, effective January 1, 2022 individuals joining identified boards and commissions will be required to pass a background check.**

By signing this Application Form, Nominee acknowledges that he/she will comply with all county policies, county code, and state law. Nominee also acknowledges that any record, including personal e-mail, prepared, owned, used, or retained by Nominee in the conduct of Board/Commission business is a public record, and Nominee agrees to produce said records to County upon request. Failure to comply with the above provisions may result in Nominee's removal from Board/Commission.

Signature	Raechel L Morera
-----------	------------------

Date	11/13/2023
------	------------

Please attach resume if available and either submit this form or print it and mail to	Raechel Morera Professional Resume.pdf
---	--

Pursuant to the Public Records Act, Chapter 42.56 RCW, records submitted to Snohomish County and County Council are subject to public disclosure. The practice of the council office is to post all meeting and hearing materials to our website to ensure transparency, as well as to assist in facilitating public records requests.
