



Snohomish County

Dave Somers
County Executive

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MEMORANDUM

DATE: April 10, 2026
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 2026 the TPA Advisory Board voted leadership approved Robert Pelfrey to its membership as a District 4 –Lodging member. This new member will fill a vacant position starting May 1, 2026. The applicant represents extensive experience in the tourism and hospitality industry.

Mr. Robert Pelfrey has four years of experience in the hospitality industry. He has experience at the Hilton Garden Inn in Bothell. He has experience across multiple hospitality properties as both a Sales Associate and Front Desk Manager, he is committed to making a meaningful impact in Bothell and the greater Snohomish County community

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Mr. Robert Pelfrey, District 4 – Lodging member, to a vacant position for a term ending December 31, 2027.