



Snohomish County

Dave Somers
County Executive

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MEMORANDUM

DATE: December 14, 2023
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 November 2023 the TPA Advisory Board voted to elect Raechel Morera to its membership as a District 1- Non-Lodging member. This new member will fill a vacant position starting January 16, 2024. The applicant represents extensive experience in the tourism and hospitality industry.

Ms. Morera has the Events & Programs Manager at Economic Alliance Snohomish County (EASC). Raechel studied mass communications at Virginia Commonwealth University before shifting her focus to small business management. She has over 16 years of small business management, event planning, and marketing experience.

Pursuant to SCC 4.118.080, I hereby nominate to the Tourism Promotion Area Advisory Board Ms. Raechel Morera, District 1- Non-Lodging, to a vacant position for a term ending December 31, 2027.