



**Skagit County Tourism Promotion Area  
Advisory Board Meeting Minutes**

January 15th, 1:30 p.m.

Zoom

Agenda

- ✓ Monique Brigham
- Jennifer Berner
- ✓ John Sternlicht
- ✓ Andy Mayer
- ✓ Lennart Benston
- ✓ Blake Vanfield
- ✓ Kevin McEntee
- ✓ Anthony Young

- ✓ Mark Hulst
- Callie Swartz
- ✓ Russ Olivier
- ✓ Dan Mitzel
- ✓ Steph Rees
- ✓ Sandy Kish
- ✓ Valerie Stafford
- Vacancy

Meeting called to order at 1:32 pm

**Updates from Skagit Tourism Bureau CEO Kristen Keltz**

- **Marketing Report: (See Attached presentation)**
  - Kristen reported strong engagement metrics and significant returns on marketing investments for 2024.
- **Upcoming Event:**
  - **The first annual Skagit Valley Tourism Summit** is scheduled for **May 15th, 3 PM – 5 PM** at the **Mount Vernon Library Commons**. Attendees were encouraged to mark their calendars.
- **TPA Collections :**
  - 2023: **\$415,285**
  - 2024: **\$472,392** (reflecting growth of 14%).
- **I Love Skagit Guide Partnership:**
  - Skagit Tourism Bureau had partnered with I Love Skagit to produce the annual visitor guide. They will have editorial content and will be helping with ad sales on the guide. The STB website will have a digital copy of the guide as well.
- **Advertising Expansion:**
  - New ad placement secured in **SEA-TAC Airport Concourse C** through a Port of Seattle grant.

- **Sports Commission:**
  - The Skagit Tourism Bureau has started the Skagit Valley Sports Commission and has hired their first team member, Cody Hurd **Sports Development Manager**. The focus will be to promote Skagit Valley as a destination for tournaments as well as coordinating with tournaments that are already here. They have already put together a database of fields and facilities and are working on securing Playeasy.
- **Tour operators/Groups**
  - The Skagit Tourism Bureau received LTAC grant from the county to also attend several travel and tourism shows to promote the valley to tour operator and group markets including Go West Summit, IPW, IIATA and NTA.
- **Warren Beach retired - Lodging Association to submit a name**
- **Next Meeting April 16th, 1:30 pm on Zoom**

**Meeting adjourned at 2:10 pm**