

Skagit County Tourism Promotion Area Advisory Board

November 18, 2020

1:30 p.m.

via Microsoft Teams

Minutes

- I. Attendance: All Advisory Board Members were present except Mayor Hayes, the La Conner representative.
- II. Introductions: Board Chair Kristen Keltz presided over the meeting and led the group on introductions.
- III. Old Business
 - a. Kayla reminded the board of our responsibility to complete Open Meetings Act Training and that we need to let her know when we have each done so.
- IV. New Business:
 - a. The draft Workplan was presented by the organization development subcommittee. The plan included creating an organization called the “Skagit Tourism Bureau” which would begin with the hiring of an experienced professional to lead it. Discussion ensued, primarily on how quickly to proceed. Some alternative structures were mentioned as well. It was agreed that the subcommittee would work on the plan and timing and bring it back to the board at the next meeting.
- V. The next board meeting was set for December 16, 1:30 p.m. (It was not held due to the lack of pressing business.)
- VI. The meeting was adjourned at approximately 3:00 p.m.

Respectfully submitted, Andy Mayer, Secretary

Entity/ Organization	Appointee	Term Expiration
TPA Party: City of Anacortes	Councilmember Anthony Young	September 30, 2023
TPA Party: City of Burlington	open	September 30, 2021
TPA Party: City of Mount Vernon	Jennifer Berner	September 30, 2022
TPA Party: City of Sedro-Woolley	Monique Brigham	September 30, 2023
TPA Party: Town of La Conner	Mayor Ramon Hayes	September 30, 2022
TPA Party: Town of Hamilton, Town of Concrete, Town of Lyman	Valerie Stafford	September 30, 2023
TPA Party: Skagit County	Jed Holmes	September 30, 2021
Skagit County Lodging Association	Karen Egerdal	September 30, 2021
Skagit County Lodging Association	Kevin McEntee	September 30, 2021
Skagit County Lodging Association	Sandy Kish	September 30, 2021
Skagit County Lodging Association	Charlsee CeCe Parker	September 30, 2022
Skagit County Lodging Association	Russ Olivier	September 30, 2022
Skagit County Lodging Association	Jane Schmidt	September 30, 2023
Skagit County Lodging Association	Kristen Keltz	September 30, 2023
Economic Development Alliance of Skagit County	John Sternlicht	September 30, 2023
Skagit County Chambers Executive Directors' Association	Andy Mayer	September 30, 2022
Legislative Authority: Skagit County	Lennart Bentsen	September 30, 2022