



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

April 16th, 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
- ☐ Janet Heva

Skagit Tourism Bureau Update

- **Canadian Visitor update**
- **Sports Commission**
 - **FIFA World Cup 2026**
 - **USA Ultimate**
 - **Play Easy Platform**
 - **Sports ETA**
- **Marketing/Advertising Update**
 - **Campaign results**
 - **New website launch www.visitskagitvalley.com**
- **Data-New Data provider**
- **Tour operators/Groups**
- **Washington Filmworks-Location Scout Fam Tour**
- **SWT Grants/Funding**
- **TPA Collections/STR reporting**
- **Upcoming Events:**
 - **Tulip Fest**
 - **The first annual Skagit Valley Tourism Summit is scheduled for May 15th, 3 PM – 5 PM at the Mount Vernon Library Commons.**

Next Meeting July 16th 1:30pm via Zoom