



**Seattle Sports Commission 2024
April Board Meeting Minutes
April 23, 2024, 12:00-2:00pm • In Person @T-Mobile Park**

PRESENT: Amy Banovich, April Kyrkos, Carl Gibson, Daniel Whitney, David Young, Grant Degginger, Jesse Uman, Joli Mosier, Jordan Babineaux, Kara Tokita, Karen Thomas, Kelly Saling, Kristi Ellefson, Rob Lampman, Tom Wolf, Trevor Gooby

ABSENT: Jason Rose, Maya Mendoza-Exstrom, Nate Silverman, Steve Metruck

STAFF: Alex Webster Beth Knox, Eva Murrell, Karen Komoto, Mara Mote, Pamela Quadros

Welcome and Call to Order – Joli Mosier

Joli Mosier welcomed all attendees and called the meeting to order at 12:06 PM.

Finance / Administrative Report – Carl Gibson, Treasurer

- Reviewed March Financial report
- All-Star Budget Update:
 - Surplus of funds left over from All Star Game
 - Discussed creating a reserve fund or CD that can be set up for the foundation
 - All bills have been paid so any invoices received after this date, the city will cover
 - Expenses came under budget from Lumen Field
 - Successful in fundraising and came under budget
 - Great opportunity to use this size event as a template moving forward
 - Excited to work with the Mariners creating a focus on youth baseball and girls softball programs
 - Additional discussions regarding the reserve fund and how it can be used for upcoming bids
 - Would like the reserve funds to reach \$1 million dollars by 2028
 - The Financial Committee will put policies together on how those funds will be used
 - Cash reports will be run in the future to be able to easily track both financials
- New & Transitioning Members:
 - Reviewed new list of nominees
 - Reviewed 2nd member candidates for approval as well as transitioning members
 - Other Suggestions for new members:
 - Comcast
 - Kraken
 - Jay Deutsch, CEO of Bensussen Deutsch & Associates
 - Howard Wright, Executive & Entrepreneur Seattle Hospitality Group
 - Still pursuing:
 - Expedia
 - Columbia Hospitality
 - T-Mobile
 - Emerald Downs
 - Pamela is pursuing others



- Board Member count is currently at 17 and our cap is 25 members
- Discussed creating a Development Committee to see if we're missing any community leaders & influencers who should be a part of the SSC

Governance

Topic 1: Q1 Board Minutes

Topic 2: March Financials

Topic 3: New Member Nominations

- Reviewed new member nominees
 - June Ashley, Senior Manager, Partnerships - Starbucks
 - Phil Heidt, Group President – Cort
 - Eddie Redman, Owner – Grand Event Rentals
 - Alisa Gutierrez-Vitello, Founder – The Can And I Will Guild
 - April Putney, Chief Strategy Officer – Sea2026 FIFA World Cup Local Organizing Committee
 - Christy Garrard, Executive Director – Visit Issaquah
 - Jagan Nemani, SVP Operations – Seattle Orcas
 - Bruce Skinner, Executive Director – Washington Festivals and Events Association
- Returning Member After Hiatus
 - Brian Robinson, Managing Partner – Northlink Investment Group
- Second Member Addition
 - Beth Sylves, General Manager – WIAA Sports Properties
 - Alisia Anderson, Vice President, Ballpark Operations – Seattle Mariners
- Transitioning Members
 - Becky Martin, Head of Sales – Effectv/Comcast Advertising (Replacing Amy Nisenson)
 - Cedric Prim – Big Rock Productions (Replacing Bill Callison)
 - Jeff Luu, VP, Sr. Commercial Relationship Manager – Wells Fargo (Replacing Jim Teichman)

Consent Agenda - Vote for Approval: Joli Mosier

Motion: Joli Mosier called for a vote by the Board to approve the Consent Agenda for the Q1 Board Minutes, March Financials and New Member Nominations/Transition Approval. A motion to approve was made by Daniel Whitney and seconded by Karen Thomas, and all board members voted to approve.

Board Retreat Follow up – Joli Mosier

- Reviewed 2024 Goals and priorities
- Received a proposal from Al Kidd and Jennifer Stoll of Cimarron Global Solutions on how to continue their consulting services with SSC
- Ensure SSC is being consistent with narrative, key messaging and branding
- Working with Kelly Saling on economic impact for World Cup; Want to be supportive and amplify that message and also incorporate metrics from other cities
- Contact pro teams & colleges to see if they want to work together and produce community events and SSC would be the convener
- Run a similar program to Kansas City's Sports Commission & Foundation
- Bring in companies to help with the LLC on these projects
- Preparing and working on (3) different parades and routes so they are pre-planned

President's Report & Discussions – Beth Knox

- Region Ready Recap
 - Had great attendance and proud of the panel and content
 - Thinking of how future Region Ready's will look in 2025 & 2026; What is the goal and attendance?
 - Discussed having our Annual meeting and then attending Region Ready or vice versa to consolidate the number of meetings.
- Sports Star Television Broadcast Discussion
 - Viewership = 60,000 household views
 - 4.2 Rating
 - (4) airings (2 on King TV & 2 on Kong TV)
 - Previous year on Fox had 12k+ views; First year with King had 40K views
 - Dramatically increased our viewership with King & Kong TV
 - Currently don't pay a broadcast fee and haven't sold any ads
 - Selling the broadcast would have the most revenue; King did sell a portion of it
 - Review our social media #'s, including King TV's around the event and see how we can improve these views and event awareness
- Board and Commissioner Meetings and Engagement Discussion (Pamela, VP Partnership)
 - Working with all the teams to get more social engagements for the Commissioner and Board members
 - SSC Intern has sold \$9k for the golf tournament
 - Would like to continue to receive individual invitations to various sporting events for the members

- Professional Auto Racing / SSC Opportunity
 - Pacific Raceways extended an invitation to Nascar to host an event there, and Pacific Raceways would then renovate the track. Nascar passed on the opportunity
 - The International Motor Sports Association (IMSA) is interested in the Pacific Raceways track and are discussing bringing a race to the track after 2026's World Cup.
 - IMSA is interested in the innovation of racing and feel this would be a great location for a future race, especially with the tech companies located in our area.
 - Pacific Raceway approached Beth to see if SSC would be interested in being the sales arm to the raceway track, naming rights, concessions; Revenue would be generated for SSC and it could be a long term partnership
 - Consider additional revenue streams in which we can participate
- Awarded & Bid Updates (Alex, Director of Sporting Event Development)
 - The first boat arrived for the Clipper Around the World race and there will be 3 days of activations next week
 - Reviewed the bid for the 2030 Gay Games. It required a bid structure of \$60,000 and many pages of production. Passed on it this time but may pursue it in the future.
 - Also passed on the LIV Golf tour which is too much of a risk and doesn't align with our mission

SSC Foundation – April Kyrkos

- Working on aligning the foundation and SSC together
- Focusing on youth sports
- Trying to create a playbook for more fundraising
- Excited to create a softball and baseball legacy program
- Work with the Mariner's nonprofit charitable organization, Mariners Care so we can give back to the community
- Assemble a committee on how to structure it and expand youth sports in the area

Miscellaneous Items

- The December Board & Commissioner meeting will be on the same day, Tuesday, December 17. The Board meeting will take place first and then go into the Commissioner meeting.
- Pamela is going to the NFL Draft in Detroit Michigan from April 25-27.
- Continuing to work on the SSC rebrand utilizing urban elements and the outdoors, Space Needle, etc.

Closing Remarks

- There being no further business, the meeting was adjourned by Joli at 2:01 PM.