



**Seattle Sports Commission 2024
December Board Meeting Minutes
December 16, 2024, 1:00-2:30pm • In Person @ Sounders FC & Reign FC Headquarters**

PRESENT: Amy Banovich, April Kyrkos, Carl Gipson, Cathy Cooper, David Young, Grant Degginger, Greg Root, Jason Rose, Jesse Uman, Joli Mosier, Kara Tokita, Karen Thomas, Kelly Saling, Kristi Ellefson, Maya Mendoza-Exstrom, Tom Wolf,

ABSENT: Daniel Whitney, Nate Silverman, Rob Lampman, Steve Metruck, Trevor Gooby

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

GUESTS: Elli Haddick of Seattle Sports.org (Website); Dylan Ordonez & Megan Simmons, (SSC PR & Communications)

Welcome and Call to Order – Joli Mosier

Joli Mosier welcomed all attendees and called the meeting to order at 1:02 PM.

- Reviewed Governance:
 - 2025 Board Renewing One Year Term
 - Rob Lampman of the Seattle Kraken & Daniel Whitney won't be returning
 - Reviewed Board Nominees
 - Steve Mattson, General Manager and EVP | Climate Pledge Arena and Oak View Group (replacing Rob Lampman)
 - April Kyrkos, COO | Brighton Jones
 - Adam Lejeunekopp, CEO | Madak
 - 2025 Officer Slate
 - Chair: Amy Banovich
 - Chair-Elect: Carl Gipson
 - Treasurer: Kara Tokita
 - Secretary: David Young
 - Vice President: Jason Rose
 - Past Chair: Joli Mosier

Finance / Administrative Report – Carl Gipson, Treasurer & Beth Knox

- Financial Dashboard – Finance Committee Report
 - Reconciling the Women's Leadership Breakfast
 - Budgeted income of \$14k for cash rewards from company credit card
 - Legacy Funds to SSC Foundation is \$1.1M
 - SSC Reserve Fund (CD at 4.8% interest) – Need to figure out what we're going to do with it
 - 2024 Year-End Projections: Not a lot has changed in terms of projections. Waiting on two sponsorship payments; Membership dues incoming
 - Clipper Yacht Race:
 - Bidding on it to return in 2026
 - No revenue in 2024
 - Learning how to maximize this event



- Working with sponsors & working to be able to make a profit
- Strong relationship with Port
- New & Transitioning Members
 - Reviewed New Member Candidates & Member Transitions:
New Member Candidates for Approval
 - DoorDash | Kierra Phifer, Public Engagement Manager
 - Washington Golf Association | Matt Brown, Director of Development and Donor Relations
 - Seattle Convention Center | Jennifer LeMaster, President & CEO
 - SHWorldwide, LLC | Brett Robertson, CEO
 - Baseball Beyond Borders | Bookie Gates, Founder
 - Dossier Wine | Sidney Rice, Proprietor & Managing Partner
 - Dossier Wine | Tim Lenihan, Proprietor & Managing Partner
 - Slalom | Stephanie Van Eyk, General Manager
 - Slalom | Lauren Martin, Sr. Chief of Staff
 - Expedia Group | Darek Blasey, Area Manager
 - Expedia Group Breanna Wong, Senior Market Manager
 - Member Transitions for Approval
 - Snoqualmie Casino | Daniel Hanson, Chief Financial Officer — Replacing Sanford Le, CEO
- 2025 Budget Assumptions
 - Reviewed highlighted signature events
Sports Star:
 - Jennifer LeMaster, new President & CEO of the Seattle Convention Center is committed to having a long-term relationship with SSC and the Sports Star event. Still ongoing negotiations on the event.
 - Numbers are only going to improve.
 - The event is similar to the Paramount venue where people can sit in the back to view the show.
 - The Fan Zone will be pushed in January.
 - Will be conservative on the budget and aggressive on the table sales.
 - Pamela is still working on the sponsorship sales for the event.
 - Working on a Golden Ticket aspect to benefit the SSC Foundation.
 - Region Ready:
 - Moving the event to Bell Harbor (Port of Seattle Property)
 - The meeting date will be Monday, April 28
 - Slight registration fee increase (\$5 per ticket)
 - SSC Open:
 - Moved event from The Club at Snoqualmie Ridge Golf Course to the Plateau Club
 - Currently the budget does not include “In-Kind” donations, but it was suggested to capture it in the budget.
 - All 2024 Sponsors have committed to sponsorship in 2025



- Commissioner Packages 2025
 - Reviewed the Official Partner & Table Patron Commissioner Packages
 - Tried to keep it simple
- Personnel & Consultants
 - Looking for one new FTE Sales & Marketing Manager
 - Mara will focus on being a show producer for SSC's Signature events & Podcast
 - Looking for a State Lobbyist as a contract position with a monthly retainer to help secure public reoccurring funding
 - Reviewed continuing service with the PR, Revenue Strategy, Marketing & Website contractors.
- Revenue Highlights
 - Reviewed public funding from the City of Seattle. The \$200K funds will go towards bids, activations and events.
- 2025 Budget Draft
 - Reviewed the budget draft; It's a conservative budget with opportunity for growth.
 - Conservative in expenses and projections.

Governance

Topic 1: Officer Slate & Board Members

Topic 2: October Board Minutes, November Financials, Member Approval

Consent Agenda - Vote for Approval: Joli Mosier

Motion #1: Joli Mosier called for a vote by the Board to approve the Officer Slate. A motion to approve was made by Kristi Ellefson and seconded by Jesse Uman, and all board members voted to approve.

Motion #2: Joli Mosier called for a vote by the Board to approve the 2025 Board Members. A motion to approve was made by Amy Banovich and seconded by David Young, and all board members voted to approve.

Consent Agenda for the October Board Minutes, November Financials and New Member Nominations/Transition Approval: A motion to approve was made by Carl Gipson and seconded by Amy Banovich, and all board members voted to approve.

Marketing Reports from SSC Consultants

- SSC Narrative – Chris Copacino, Executive Director of Business Development
 - Reviewed their initial brand work and their focus is to bring the new SSC brand to life through brand expression, communication development and consulting.
 - Will work on all signature events to ensure everything is consistent.
 - Reviewed future focus on defining and creating content strategy playbooks.
- SSC Website – Elli Haddick, COO Madak
 - Shared progress and phases of their redesign work on the SSC Website.



- Jesse mentioned there could be confusion when using search engines for SSC since South Seattle College uses the same acronym. Elli will look into it.
- SSC PR & Communications – Dylan Ordonez, Consultant & Megan Simmons, Director of Communications at Desimone Consulting Group
 - Reviewed various social media platforms and the SSC Audience Landscape including number of followers, demographic information and locations.
 - Text heavy LinkedIn postings have been successful and well received on Instagram.
 - They're testing various channels.
 - DCG's Impact: Reviewed performance; Proof that social media is working when timing messages resonate with the audience and people respond.

President's Report & Discussions – Beth Knox

- 2024 Priorities & Accomplishments:
 - Beth reviewed the accomplishments for the year.
 - Didn't get a chance to work on the Event Bid Scorecard but will focus on it in 2025.
- 2025 Priority Highlights:
 - Kelly mentioned FIFA World Cup is expected to have an economic impact of \$929M in 2026 for the (6) World Cup matches set to take place in Seattle.

SSC Foundation – April Kyrkos

- All Star Legacy Fund Distribution:
 - The December meeting has been pushed to January.
 - Interviewed (9) baseball and softball youth sports organizations.
 - Currently developing a plan on how to best distribute the funds and it will be announced at the Sports Star event.
 - A million dollars will be distributed over the next three years.
 - Jesse will be taking over for April and heading the SSC Foundation.
 - West Seattle H.S. has received some funds from SSC and it was just listed in the newsletter.

Closing Remarks

- There being no further business, the meeting was adjourned by Joli at 2:35 PM.