



**Seattle Sports Commission 2024
July Board Meeting Minutes
July 23, 2024, 12:00-2:00pm • In Person @ WaFd Bank**

PRESENT: Amy Banovich, April Kyrkos, Carl Gipson, Cathy Cooper, David Young, Grant Degginger, Greg Root, Jason Rose, Jesse Uman, Joli Mosier, Kara Tokita, Kelly Saling, Kristi Ellefson, Nate Silverman, Rob Lampman, Tom Wolf, Trevor Gooby

ABSENT: Daniel Whitney, Karen Thomas, Maya Mendoza-Exstrom, 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 12:00 PM.

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

- Reviewed Event Performance to Budget Spreadsheet
 - Sports Star: Net profit exceeded budget
 - Region Ready: Lost MTRWestern as a sponsor
 - Assuming Women & Leadership event goes as planned, we're projecting our overall Sponsorship revenue to be higher than what we've budgeted.
 - All Star Game:
 - Funds need to be transferred to the SSC Foundation.
 - The SSC Finance committee to meet with accountants who will be preparing the Financial statements due to some not-for-profit rules and will determine if it will be an equity transfer or whether there will be revenue on the other side and how to manage the process.
 - Need to have further discussions on whether there's a need to form another 501(c)(3) for specifically hosting events and how the three entities work together.
 - King County Government \$50k Grant: Karen Komoto is answering questions and providing back up info.
- Expenses:
 - Administrative costs will increase by \$5,000 due to an increase in healthcare costs.
- Pacific Raceways gave SSC \$10,000 for the work started on their project.
- To date, we've collected 95% of the membership fees and some will be invoiced in the third quarter.
- New & Transitioning Members:
 - Reviewed new list of nominees & transitioning members.

Governance

Topic 1: April Board Minutes

Topic 2: June Financials



Topic 3: New Member Nominations

- Reviewed new member nominees
 - Amy Burdick, Director of Partnership Development, GSBA
 - Mike Palefau, VP at Goldman Sachs
- Transitioning Members
 - Taylor Huerta, Hometown Partnerships, Starbucks (Replacing June Ashley)
 - Amber Aldrich, VP, Advertising, Seattle Times (Replacing Gary Smith)
 - Dave Pugh, SVP/Market Manager, Seattle & Phoenix, Audacy, Inc. (Replacing Jack Hutchinson)

Consent Agenda - Vote for Approval: Joli Mosier

Motion: Joli Mosier called for a vote by the Board to approve the Consent Agenda for the April Board Minutes, June Financials and New Member Nominations/Transition Approval. A motion to approve was made by Amy Banovich and seconded by Carl Gipson, and all board members voted to approve.

Financial Dashboard – Beth Knox

- Reviewed where we are financially and due to last years, All Star Game management fee, we have a starting operating cash position of \$108k & \$150k in our savings so close to \$260k to start.
- Have an interest-bearing CD worth \$375k that hopefully grows to \$1M in 2027.
- Current year projections will be to net \$250k, over what was projected. Beth is proposing to have \$52,500 in additional expenses that were not projected due to the following.
 - Raise SSC's professional image, visibility and impact through enhanced marketing, PR communications and digital promotional tactics.
 - Pursuing new Revenue Strategies
 - Engaging consulting services of Cimarron, Al Kidd & Jenn Stoll to identify new and enhanced revenue streams through owned events, membership & public funding opportunities.
 - Work with and engage a lobbyist to help us with the 2025 & 2026 budget cycle and these lobbyist fees would be shared with by the Spokane and Tacoma Commissions.
- Unbudgeted Investment – Web Redesign:
 - Proposed Madak company to redesign the SSC website for a one-time expense in 2024. Paying a combined 2024 cash expense and In-Kind membership trade for 5 years.
 - Mara will make updates to the website in 2024 & hire a contractor to make updates in 2025+.
- PR & Communications: Received a proposal from DCG to handle our PR & communications. Assist with event specific communications plans; Content Calendar development; Social media plan and execution, etc.
- SSC Marketing Strategy and Templates:
 - Copacino Fujikado will copywrite and provide event key messages and website narratives; Templates for event invites, sponsorship decks using new branding.
 - Bring newly designed SSC logo & brand to life through marketing platforms.
- DCG & Copacino Fujikado will work together to align plans; DCG will manage the social media on a regular basis.
- Revenue Consulting for Cimarron:
 - Evaluate existing revenue streams and create strategy for owned events, event acquisitions, fundraising campaigns, etc.
- All partnerships will be re-evaluated in November to see if their services will be renewed for the coming year.
- Beth submitted a proposal for a scope of work to receive \$200k city funding to hire a temporary SSC staff person to support the World Cup and be the communication between city departments and the LLC. Had discussions with the Board about these roles and responsibilities.



Vote for Approval: Joli Mosier

Joli Mosier called for a vote by the Board to approve the unbudgeted expense of \$50,000 as requested by Beth. A motion to approve was made by Kelly Saling and seconded by Jesse Uman, and all board members voted to approve.

Special Guest Presentation & Q&A; Pacific Raceways - Beth Knox

- Introduced Jason Fiorito, CEO Pacific Raceways & Karen Bryant, KB2 Sports.
- Reviewed presentation deck with the board.
- The goal is to bring professional racing back to the Pacific NW & what differentiates them from all other tracks is the sustainability aspect.
- Racing is the incubator for all things innovative, technology based, sustainable and efficient in the automotive industry.
- Build a world-class sporting venue with a test bed for innovation that can be displayed and broadcast to the world.
- Rich history & iconic property with 320 undeveloped acres
- Want to be the first zero emission race track that co-exists with traditional motorsports & innovation.
- Racing is a traditional hotbed of innovation advancing what are now standard safety features like seat belts, air bags, carbon fiber, etc.
- An incubator for sustainable innovation
- Have ongoing relationships with state and regional government officials
- Ability to host World Class interactive fan experiences
- Excited to promote STEM, (Science, Technology, Engineering & Mathematics) student focused exhibits at the track in between race events to allow youth to experience innovation in action.
- Provided overview of their timeline and key milestones
- Plan is to open newly renovated track at the Grand Opening on Memorial Day 2026
- Jason & Karen answered questions from the Board.

President's Report & Discussions – Beth Knox

- 2024 Priorities Status Update
 - Provided high level updates on the rebrand that includes discounted merchandise, redesigned website, communication plan, letterhead and business cards and sponsorship/presentation decks.
 - Increased progress with Board and Commissioner engagement by offering complimentary tickets, event outings, committee meetings and a Fall Trade Mission trip.
 - Hosted a successful Region Ready Summit with 275 attendees.
 - Supporting Mayor's Downtown Activation Plan.
 - Worked with Mayor's office to complete templates for pro team celebrations.
 - Working with the pro teams and launched the "Emerging Professionals" program to engage front office staff in SSC events, activities and professional development.
 - Would like to see a 10% SSC membership growth every year.
 - Continuing to work on Public Funding
 - Lead Host City bid process for FIFA World Cup
 - Created Youth Sports Legacy program outline in collaboration with the Seattle Mariners to determine how and where to distribute funds.
- SSC Events Rebranding
 - Reviewed new SSC branding and board members picked up their fleece jackets and branded notebooks.
 - Unveiled new Sports Star of the Year, Women in Leadership and signature event logos.
- Commissioner Engagement



- Emerging Leaders Program: Each pro sports team & universities have been given (3) positions for the program where they can have their selected staff attend meetings, volunteer at events, network, etc.
- A lot of the Storm staff were interested in the program, so they had to base their selected staff on tenure.
- Working on figuring out a better way to structure, welcome and onboard new commissioners.
- We have a tentative scheduled Trade Mission Trip on November 13–14 to Portland; Portland has a lot of great programs they're working on including, "She Flies" which is a mission to connect girls and women across Oregon to sports, and to create inclusive communities through its programs, partnerships and networks.
- Awarded & Bid Updates (Alex, Director of Sporting Event Development)
 - March 2025 – NCAA D1 Men's Basketball 1st & 2nd Round
 - March 2025 – NCAA D1 Men's & Women's Swim & Dive Championships
 - June 2025 – AVP Beach Volleyball (Moved from Lake Sammamish to Marymoor Park in Redmond)
 - June/July 2026 FIFA World Cup Viewing parties have been taking place around the state and the next one will be on July 28 at Westlake
 - Will find out the status of the (3) NCAA bids this October 2nd.
 - Clipper has reengaged and we need to complete and submit a survey to them.
 - Working on and need to submit paperwork for the 2027-2030 NFL Draft.
 - Deadline to submit more paperwork for the 2031 & 2033 Rugby World Cup.
 - SSC will call for volunteers for upcoming events where needed.

SSC Foundation Report – April Kyrkos

- Working on a playbook for how we fundraise.
- Supported the Nolan Hickman Give Back Foundation through the basketball equity program.
- Have given our funds to the King County Play Equity Coalition to be part of the Seattle Sports Alliance and supported the pro sampling camp.
- One of the goals they've been working on is to better align the Foundation and the SSC. Want to make sure we have similar goals and objectives and it's not a stand-alone organization.
- Participated in the 50/50 Raffle at the Sounders games to help raise money for the foundation.

Miscellaneous Items

- Joli and a subcommittee are working on an Officer Development program to plan for the SSC Officers for 2025. It was suggested to start looking at our list of Commissioners farther out and figuring out who would be a good fit to join the Board and become an officer.

Closing Remarks

- There being no further business, the meeting was adjourned by Joli at 2:05 PM.