



**Seattle Sports Commission 2024
October Board Meeting Minutes
October 22, 2024, 12:00-2:00pm • In Person @ Hyatt Olive 8 Seattle**

PRESENT: Amy Banovich, April Kyrkos, Carl Gipson, Daniel Whitney, David Young, Grant Degginger, Jesse Uman, Joli Mosier, Kristi Ellefson, Maya Mendoza-Exstrom, Rob Lampman, Tom Wolf, Trevor Gooby

ABSENT: Cathy Cooper, Greg Root, Jason Rose, Kara Tokita, Karen Thomas, Kelly Saling, Nate Silverman, Steve Metruck

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

Welcome and Call to Order – Joli Mosier

Joli Mosier welcomed all attendees and called the meeting to order at 12:00 PM.

- Discussed the Trade Mission Trip to Portland on 11/13 & 11/14. Encouraged everyone to sign up and attend the event as it will be a great community, working and learning and partnership event.
- There will be a tour of Nike's facilities plus an opportunity to learn from Portland's own sports organization.

Governance & Board Development – Joli Mosier

- Working on the 2025 SSC Board Member slate.
- Timeline:
 - Submit Board Slate to Members: Monday, December 16
 - Members vote to approve Board: Monday, January 13
 - Board votes to approve officers: Tuesday, January 21

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

- Financial Dashboard – Finance Committee Report
 - Women & Leadership Breakfast:
 - Higher attendance at this year's event than last year and sold 4 x's as many individual tickets as last year.
 - Event surveys just went out so interested to see what type of feedback is received.
 - Event exceeded its revenue goal by \$15,000.
 - The Budget Committee is working on a draft budget to be presented in late November, and the final budget will be approved in January.
- Revenue Report
 - Legislative Committee Report: Discussed looking for recurring revenue and possibly working with other sports commissions across the state to band together to see if there's an opportunity to obtain funding for all vs. just Seattle, but there are challenges based on the state's budget deficit.
 - Looking for funding from the local city level, county and state levels.
 - In 2024, the commerce funds are allocating \$1M to be shared amongst (9) sports commissions across the state and awarded based on county population. Seattle should receive approximately \$385k and the deadline to submit the application is this Friday, October 25.
 - If funding is received, this \$ must be spent by June 30, 2025, which limits how it can be used.

- Continuing to pursue other funding options.
- Received \$100k in 2023 & 2024, (\$200k total) from the City of Seattle & looking to receive the same funding again in 2025 & 2026.
- Beth had a positive meeting with King County Councilmember Pete von Reichbauer & Budget Committee Chair Councilmember Girmay Zahilay regarding 2024 Lodging tax dollars that are available and hopes to be able to receive \$100-150k for the SSC, if all goes well.
- State of WA Tourism is exploring an option to get approval from the State Legislature to create a self-imposed facility fee for ticket prices, hospitality, venues, etc. as a statewide effort for additional funding.
- New & Transitioning Members:
 - One new member for approval: Marcos Wanless, President and Founder of the Seattle Latino Metro Chamber of Commerce. He's excited to be a part of SSC and supporting the World Cup efforts.
 - Transitioning Member - Jill Wiggins from the Fearey Group will be replaced by President & CEO Aaron Blank.
 - Transitioning Member - Jennifer Porto who was with Davis Wright Tremaine, is changing law firms and will be replaced by Kraig Marini Baker. Jennifer hopes to be back on the commission in January representing her new company.

Governance

Topic 1: July Board Minutes

Topic 2: September Financials

Topic 3: Member Approvals

- Reviewed new member nominees
 - Marcos Wanless, President and Founder of the Seattle Latino Metro Chamber of Commerce
- Transitioning Members
 - Jill Wiggins from the Fearey Group will be replaced by President & CEO Aaron Blank.
 - Jennifer Porto from the Davis Wright Tremaine firm is being replaced by Kraig Marini Baker

Consent Agenda - Vote for Approval: Joli Mosier

Motion: Joli Mosier called for a vote by the Board to approve the Consent Agenda for the July Board Minutes, September 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.

President's Report & Discussions – Beth Knox

- 2024 Priorities Report:
 - Updating Brand, Key Messages & Narratives: Using the narrative on SSC's branding, website, external communication, print & digital materials.
 - New website is live although continuing to make updates.
 - Collaborating with DCG for all social media posts, media releases, communications & they provide Beth with briefing documents when she participates in interviews, meetings, etc.

- Value Proposition: Visit Seattle has developed an economic impact projection for Seattle World Cup which will be released in December and SSC will share a press release with everyone.
- Building Capacity to deliver on the Mission:
 - Membership Growth Goal: Goal was to increase annually by 10% and we'll hit 9%.
 - Sponsorship Goal: Goal was 15% and we'll hit 14%.
 - Event Income Goal: Goal was 10% and we are at 37% which is our table & ticket sales.
 - Public Funding: Goal was to stay flat which we have done with the city, and we also secured the \$1M from the department of commerce which was in addition.
- Signature Events:
 - Women in Leadership Breakfast:
 - (800) Attendees
 - Total Revenue was on budget; \$37k+ than last year
 - Net profit will be \$177k; 63% profit margin
 - Sports Star of the Year:
 - 90th Year Celebration to be held on Thursday, February 27, 2025.
 - Hosting it at the new Seattle Convention Center, the Summit Building, which is more expensive than the Westin, but we're doing things to help offset costs or generate more revenue.
 - Landed Freddy Couples as the sports legend honoree.
 - Invitation has been sent to Joel McHale, actor and comedian and are awaiting his response.
- Commissioner Meetings & Engagement:
 - Combined the Commissioner and Board Meeting in December so they are not on separate days.
 - The Sounders will be hosting both meetings at the Sounders FC Training Facility in Renton.
- Bids & Events Report:
 - Alex Webster shared updates on recent event wins, including the Club World Cup, NCAA basketball, and the Savannah Bananas who will bring a lot of entertainment value to our area with a lot of people attending from outside Seattle.
 - He also provided an update on bids, noting successes with men's basketball and challenges with volleyball and hockey.
 - Discussed FIFA World Club World Cup & World Cup 2026 logistics.
 - Beth mentioned ongoing discussions around hosting cricket matches as part of the 2028 LA Olympics.

SSC Foundation – April Kyrkos

- All-Star Legacy Funds Distribution Plan:
 - April discussed the commission's work on the All-Star legacy fund, including a needs assessment and listening sessions with community organizations.
 - Beth mentioned putting together a list of where the funds could be distributed.
 - Beth also highlighted an opportunity for the commission to focus on women's sports and girls' youth sports as part of this initiative.

Closing Remarks

- There being no further business, the meeting was adjourned by Joli at 2:00 PM.