

BELLEVUE-REDMOND TOURISM PROMOTION AREA ADVISORY BOARD
MEETING MINUTES

June 25, 2025
3pm

Bellevue City Hall
Room 1E-113 / Virtual

MEMBERS PRESENT: Chairperson Dermarkarian, Kate Hudson, Cassandra Leiberman

MEMBERS REMOTE: Wade Hashimoto, Rashed Kanaan

MEMBERS ABSENT: Nate Moore, Rocky Rosenbach, Kim Saunderson

STAFF PRESENT: Lorie Hoffman, Lizzette Flores, Department of Community Development

OTHERS PRESENT: Kristina Hudson, Audrey Fan, OneRedmond; Brad Jones, Visit Bellevue

MINUTES SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 306 p.m. by Caroline Dermarkarian who presided. All members were present with the exception of Nate Moore, Rocky Rosenbach and Kim Saunderson.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

Motion to approve the agenda was made by Wade Hashimoto. The motion was seconded was by Cassandra Leiberman and the motion carried unanimously.

B. Approval of Minutes

Motion to approve the May 21, 2025 minutes as submitted was made by Kate Hudson. The motion was seconded was by Wade Hashimoto and the motion carried unanimously.

3. ORAL COMMUNICATIONS – None

4. ACTION, DISCUSSION AND INFORMATION ITEMS

A. Action - 2026 Proposed Budget and Scope of Work

Cultural Tourism Specialist Lizzette Flores explained that a motion would be required to recommend the 2026 BRTPA Annual Budget and Strategic Plan to the Council City Council. It was clarified that the Board holds responsibility for recommending budgets to the Bellevue City Council, which has final authority for approval and adoption. The designated administrators are Visit Bellevue for the Bellevue Zone and OneRedmond for the Redmond Zone. The core responsibility of the Board is to deliberate and recommend the final budget and strategic plan, based on draft scopes of work from the zone administrators. It was noted

that the draft scopes had been previously reviewed and were used to formulate the 2026 budget and plan.

Lizzette Flores said changes recommended by the Board had been made to the fund balances, particularly to the original proposed expenditures for the Redmond zone, which had exceeded the projected revenues. Adjustments were made to ensure a projected reserve of \$75,365 for Redmond at the end of 2026.

With regard to the strategic plan, Lizzette Flores reviewed the Board-recommended revisions for the Redmond Zone reflected a stronger focus on implementation and measurable outcomes. Included were plans for tourism data analytics, studies on sports facility potential and new strategies. A redlined and clean version of the scope of work were distributed to highlight the changes.

New metrics were introduced for Redmond's 2026 goals. Foundational indicators such as total trips, ROI, and hotel stays will be tracked. The marketing goals include metrics on digital engagement, such as impressions, click-through rates, and geo-fencing tools. A tourism impact study regarding indoor sports events was also added. Other goals in the Redmond plan include creating niche tourism programs during need periods, enhancing transportation options for hotel guests, and supporting festivals, conventions, and visitor events. The plan emphasizes collaboration with local hotels and the use of consultants or temporary staff to execute the initiatives.

The budget for the Redmond zone was shown with percentages by category, fulfilling a request from the Bboard. It was clarified that the reserves are calculated against revenue, while contingencies are part of contract amounts available to administrators.

Turning to the Bellevue zone, it was noted that no changes had been made since the last meeting. The metrics for 2026 were set based on 2024 data, specifically 2.5 million visitors, 73 percent occupancy, and a \$2.1 billion economic impact. The marketing goals include 50 million impressions and a one-dollar cost-per-click. The visitor experience highlights included increased visitor spending, user sessions at kiosks, and airport shuttle usage. A budget breakdown was also presented showing no new reserves but confirming the existence of a reserve balance.

Arts Community Manager Lorie Hoffman explained that the contingencies are part of the contracted amounts and are thus available for the administrators to use. The reserves, however, are held at the city for the following year's budgets.

Lizzette Flores said the recommendation of the staff was for the Board recommend to the City Council approval of the 2026 Annual Budget and Strategic Plan. If approved, the plan will be presented to the City Council for approval.

Cassandra Leiberman asked about the handling of unspent funds from the original budget. It was clarified Lorie Hoffman that the funds roll forward and become available in future years. The budgeting process occurs in two-year cycles and the current activity represents a mid-cycle adjustment. Reserves also carry forward, but must be planned carefully, as they are not available for immediate use unless previously budgeted. It was emphasized that all funds remain within their originating zones. After administrative expenses, leftover city-held funds are remitted proportionally back to the respective zones for future budgeting.

A motion to approve the 2026 BRTPA Annual Budget and Strategic Plan and recommend it to the Bellevue City Council was made by Cassandra Leiberman. The motion was seconded by Rashad Kanaan and the motion carried unanimously.

5. BOARD QUICK BUSINESS

Lizzette Flores announced that Board member Rashed Kanaan would be resigning. On behalf of the staff, Rashed Kanaan was thanked and recognized for serving on the Board.

It was stated that due to attendance conflicts, a poll will be sent to the Board members to find a more convenient meeting time or date. The board will also need to revisit its bylaws to establish a more consistent and less ad hoc meeting schedule.

Lorie Hoffman took a moment to thank the Board and the administrators for their work on the budgets and strategic plans.

6. REPORTS – None

7. ADJOURNMENT

Caroline Dermarkarian adjourned the meeting at 3:26 p.m.