



**Skagit County Tourism Promotion Area
Advisory Board Meeting**

July 15, 2026 1:30 p.m.

Zoom

Minutes

✓ Kirsten Keltz, Skagit Tourism CEO
✓ Blake Van Roekel - President
✓ Jennier Berner - Secretary
☐ John Sternlicht - Absent
☐ Andy Mayer - Absent
✓ Lennart Benston
☐ Monique Brigham - Absent
✓ Chris Finstein
✓ Anthony Young
☐ Callie Swartz - Absent

☐ Mark Hulst - Absent
✓ Alia Lambert
☐ Kevin McEntee - Absent
☐ Kati Klerkoper - Absent
✓ Dan Mitzel
☐ Valerie Stafford - Absent
☐ Dawn Mehr – Absent
☐ Sandy Kish - Absent

Blake Van Roekel called the meeting to order at 1:32 pm

See above for TPA members that were present at the meeting

Blake - Tourism Advisory Board Member Update

- Should have new person for City of Burlington representative by October meeting

Blake - 9/30/26 Term Limits – possible nominations for October meeting

- County website is not up to date
- Blake will send out emails to those that need to be reinstated

Kristen Keltz, CEO - Skagit Tourism Bureau Report

- Kristen provided an update on the following
 - Travel Shows they attended and events they participated in or hosted
 - FIFA World Cup follow up
 - It did not look like the number of room bookings for the event were as high as initially thought
 - FIFA City Letters Project Completed
 - Good kick-off for Skagit County communities
 - Two people had completed the Passport Program
 - Market efforts continue to be positive
 - Film and Travel Writers

- Worked with 2 productions to film in Skagit County – 1 actually materialized and an Audi commercial was filmed in June
- Will be hosting travel writers
- Sports Commission
 - Attended the Sport Symposium in April
 - Still looking for a Mud Run location in Skagit County
 - Still working on Indoor Sports Complex – have a signed agreement with the Huddle Up Group
 - 10 acres on Burlington School District site
- Rural Tourism
 - Monthly group meetings occurring for the different groups
 - Outdoor Rec, Arts & Culture, Food & Farms, Sports
 - Programs and events are coming out of these groups

Next TPA Meeting will be on Wednesday, October 21 at 1:30pm – Virtual Meeting