CITY OF AUBURN WASHINGTON	**Auburn Tourism Board Meeting** **December 14, 2017 – 10:00 AM** **Auburn City Hall Council Chambers** **MINUTES**

I. CALL TO ORDER

A. Roll Call
Meeting was called to order at 10:11 a.m.

Board Members present: Board Members Kacie Bray, Tonia Jones, Julie Krueger, Ashley Mohoric, Ting Phonsanam, Ronnie Roberts, Jim Wilson.

Excused absence: Chair Rebecca Frisch, Vice Chair Rachael McAlister

Staff Present: Lorraine Chachere, Tourism Coordinator; Holly Ferry, Board Secretary

II. APPROVE JULY MEETING MINUTES

Board Member Krueger motioned and Member Mohoric second to approve the November 16, 2017 meeting minutes.

MOTION CARRIED UNANIMOUSLY. 6-0

III. OLD BUSINESS

A. RFP – Marketing Agency Update

<u>Smarthouse Creative</u>
Coordinator Chachere reported that Manager Lein is working on the Scope of Work Contract for Smarthouse Creative that will encompass the branding for Tourism, the City, and Economic Development. She expressed that she would like to develop a Scope of Work specifically to Tourism to offer to Smarthouse that would be considered an addendum to the contract with the City, which would get Tourism's work up and running and have certain timelines for deliverables. Coordinator Chachere requested the Board give her direction on what they thought was a priority and what they want to do.

<u>LTAC Update</u>
At this point the Board requested an LTAC update to give them an understanding of the funds they have available. Coordinator Chachere reported that the budget

sheet she had been working from was from 2016, which was prior to when she was employed by the City. The formulas had not been updated, so the numbers were incorrect. It has since been updated and vetted by Finance, and there are more funds available than what was thought before.

Passport Initiative

Coordinator Chachere wanted to gauge how the members received the Passport Initiative from Smarthouse Creative. It was suggested that research marketing should be done first and then data pulled so that, when they go forward with the Passport Initiative, the marketing agency will have something from which to work, and there will be a framework for who they are targeting, where they are going to target, and how they are going to support the app. Getting data is also important to get the buy-off from businesses, to support a strong Initiative. It was suggested that it be launched around the Veterans Day Parade. That would give them time to establish branding, to establish data utilizing our assets (ie: Tourism website), and then building the entire program.

In discussing where to start, it was agreed that some generic, Auburn-based digital marketing and online ad buys are the most important to get a baseline and find where people are coming from and give an idea of where to target next. Once the framework is established and the data is collected, they could get back to the Board about how they would like to implement it, how long it would take, and what kind of information they would provide to us after that. The Board would then have a meeting with them to discuss what would be done with that information.

The Board agreed that, if Smarthouse were to turn down the offer, then M Agency should be the next choice.

B. 4th Quarter Marketing Campaign Update

Coordinator Chachere reported that there have been around 30,000 views of the 30-second YouTube video with about 30% actually watching the video all the way through. She asked the Board if any modifications should take place now, since there are two weeks left to run it. It was recommended that statistics be pulled to see who is clicking on it the most and who is watching it the longest, and that would give a new parameter to hone in on the target.

The Board discussed ways that the Auburn video could best be promoted. It was thought that it should be shown at places or events where there are a lot of people gathered. There was discussion about having a film festival and it was mentioned that Smarthouse has experience in that. Member Bray reported that one of the largest softball tournaments will be coming to Kent in 2018 and ideas were discussed about how to target market the people who will be attending to stay in Auburn.

IV. New Business

A. Tourism Updates

1. **October Budget Report**
   This topic was discussed during the RFP – Marketing Agency Update discussion earlier in the meeting.

2. **LTAC Update**
   The LTAC Board agreed to add an additional $10,000 in the line item for Community Grants to the 2019 and 2020 budget. To make that happen, the hotel owners were comfortable with adjusting anticipated revenue of $1,000 per month per new hotel. They also requested more data prior to allocating funds for the 2018 applicants on precisely the way in which requested funds would be used, as well as requesting that previous grant recipients show how the money that was given benefitted them.

3. **BIA Meet and Greet for January Meeting**
   BIA members were very receptive to the idea of a meet and greet where Tourism Board members could meet businesses owners and find out more about the businesses and better understand their needs and concerns. The idea of a mixer to come meet and talk with the Tourism Board was also discussed.

4. **City Council Update Study Session January 22nd 5:30 PM**
   Tourism is on the agenda at the January 22 Council Study Session to report on what the Board has been doing. Coordinator Chachere recommended that a couple Board members attend and give their perspective. It was suggested that the decision about the marketing agency be shared with the Council at that time.

5. **BIA Business Plan**
   Regarding a business plan for the BIA, Coordinator Chachere presented her 2018 focus that included ideas taken from previous meetings. She will share more at the January meeting.

V. 2018 TOURISM BOARD MEETING SCHEDULE

A. Membership Renewal

Because the terms of the Board had to be staggered at the beginning of the year, for the Board Members who were given a one year term, the Mayor's Office has already been in contact to renew membership to a three year term.

There is one vacancy for a new Board member which is now listed on the City's website with the online application

B. Election of Chair and Vice Chair

Election of a new chair and vice chair will take place at the January meeting.

VI. ADJOURNMENT

There being no further business to come before the Board, the meeting adjourned at 11:53 pm.

TING PHONSANAM, SUBSTITUTE CHAIR	HOLLY FERRY, BOARD SECRETARY