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	Auburn Tourism Board Meeting DECEMBER 13, 2018 – 10:00 AM Auburn City Hall, Room 3 MINUTES
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I. **CALL TO ORDER**

The meeting was called to order at 10:22am by Vice Chair Schofield.

Board Members present: Board Members; Karrie Schofield; Rachael McAlister; Julie Krueger; Lara Mae Chollette (via phone).

Excused Absence: Malia Dale

Unexcused Absence: Ronnie Roberts

Staff Present: Lorraine Chachere, Tourism Coordinator.

II. **APPROVE NOVEMBER MEETING MINUTES**

Vice Chair Schofield motioned to approve the October meeting minutes. Board Member Chollette seconded the motion.

MOTION PASSES UNANIMOUSLY 4-0.

III. **OLD BUSINESS**

1) **Tourism Updates**

Tourism Budget Update – The financials through October 2018 were presented.

- **Q4 Ad Campaign Update** – Manager Lein explained that the partnership with Smarthouse will conclude at the end of the year. The company that Smarthouse had used is based in Canada and the City has to follow requirements necessitating working with a company based in the U.S. After switching to work with Sermo, a company that meets the requirements, the work outlined in the contract with Smarthouse which is based on hours worked means the last payment will be held as Sermo is now the company performing the work.

The focus on the ad campaign is on the promotion of the Film Festival and encouraging overnight stays.

- **Auburn Adventure Film Festival** – The film festival line up is completed and will appeal across the board to an array of audience members and demographics. Efforts are underway to secure sponsorship of adventure activities.

2) Short- and Long-Term Tourism Goals Discussion for 2019 Business Plan

A recap of goals, strategies, and tactics was presented before Board Members prioritized topics on which to focus in 2019.

IV. NEXT MEETING

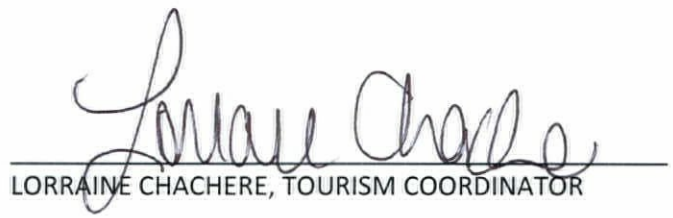
Next ATB Meeting: **Thursday, January 17th at 10AM in Council Chambers.**

V. ADJOURNMENT

There being no more business to discuss, the meeting was adjourned at 11:15AM.



LARA MAE CHOLLETTE, CHAIR



LORRAINE CHACHERE, TOURISM COORDINATOR