

**Lodging Tax Advisory Committee
December 13, 2017 – 10:00 AM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

A. Roll Call

Meeting was called to order at 10:08 am by Lorraine Chachere, Tourism Coordinator.

In attendance: Aman Ghag, Andy Cho, Bob Fraser, Satpal Sohal, Christian Faltenberger

Excused: Susan Roberts; Mayor Nancy Backus

Staff present: Doug Lein, Economic Development Manager; Lorraine Chachere, Tourism Coordinator; Holly Ferry, City Staff

II. APPROVE MARCH MEETING MINUTES

Committee Member Faltenberger motioned to approve the May 25, 2017 meeting minutes. Member Sohal seconded the motion.

MOTION CARRIED UNANIMOUSLY. 4-0

III. RULES AND PROCEDURES

A. Discussion and Action Item

Committee Member Fraser motioned to approve the Lodging Tax Advisory Board Rules and Procedures. Member Sohal seconded the motion.

MOTION CARRIED UNANIMOUSLY. 4-0

IV. REVIEW 2018 GRANT APPLICATIONS

Manager Lein gave a brief history, description, and process of the Lodging Tax Grant. The Committee reviewed all applications, and discussion followed regarding contingencies and how to disperse the funds.

Coordinator Chachere showed the Tourism website and explained how events are promoted. It was requested that, when the website goes live with advertising for a major event, the hotel owners be made aware.

Manager Lein stated that staff would look at the After Event Report and make suggestions for edit for the Committee to consider at the April meeting. Member Sohal suggested that for future applications, previous grant award winners be given a report showing a breakdown of how the 2017 funds that were allocated and what the effect was for the applying organization. The LTAC would reconvene at a Special Meeting at the end of January or beginning of February to review the application materials again.

Committee member Cho motioned and Faltenberger seconded to award Tough Mudder \$5,000, contingent on the listing of all Auburn hotels prior to contracted hotels on the Lodging page at least six months prior to the event, as well as giving the Committee detailed plans on the following year's application of how the money would be spent; Seattle Parrot Expo \$2,000, with the same contingency; Veterans Day Parade \$3,500; and Pet Palooza \$3,500, for a grand total of \$14,000, all with the same stipulation. All 2018 applicants will be given 30 days to submit this addendum for consideration of funds. Not providing this information would render the application incomplete and would not be considered.

MOTION CARRIED UNANIMOUSLY. 4-0

V. REVIEW OF BUDGET

A. YTD – October 2017

Coordinator Chachere gave the 2017 budget report to the Committee.

B. 2019-2020 Budget Draft

Committee Member Satpal motioned and Member Cho second to increase the line item for grants by \$10,000 to \$20,000 for the 2019 and 2020 budget.

MOTION CARRIED UNANIMOUSLY. 4-0

C. Auburn Tourism Board's 2019 – 2020 Budget Recommendation

Coordinator Chachere gave background information on how the marketing agency was chosen, explaining that it would involve a scope of work that would produce a unified, cohesive message, which was identified in the 10-year Economic Development Strategic Plan. She said that she would also like to develop a scope of work and a contract for Tourism alone.

Manager Lein stated that there is funding in the Economic Development budget to cover the basic branding, and Tourism would do more of the direct media buy that has an impact on the shoulder seasons. He explained that Tourism would have much more information available at the next meeting, including the agency work to that point, the media buy timeline for the 12 months, some product produced from the creativity side,

as well as a clearer picture of what Tourism's needs will be. He asked that the Board give authority to pull open dollars from the reserve account into the Tourism budget.

Coordinator Chachere indicated the Tourism Board voted unanimously at their last meeting to recommend to the LTAC to request \$61,000 from the Unrestricted Reserve Balance to add to the 2018 Marketing budget.

Committee Member Fraser motioned and Member Faltenberger seconded for Coordinator Chachere to apply for \$61,000 to be moved from the Unrestricted Reserve Balance to the Marketing when the City's Finance puts out the call, to increase the 2018 Tourism Marketing budget from \$37,995 to \$98,995.

MOTION CARRIED UNANIMOUSLY. 4-0

VI. TOURISM PROJECTS UPDATE

A. 4th Quarter Marketing Plan

Coordinator Chachere explained that Tourism, BIA, and Economic Development allocated \$2,500 each to do digital marketing, and she shared the holiday video that was made entirely in-house by the City's Multimedia Department as a result of this marketing collaboration. It has been viewed 33,000 times so far and highlights the downtown area and holiday happenings in Auburn. She also presented the 60-second Auburn video, with an introduction by Mayor Backus, that is playing at the movie theater and was paid for by the Economic Development department.

B. Recommendation for Marketing Agency

Manager Lein is working with the top scoring agency to secure a contract. Should they decline for some reason, the second highest recommended agency would be approached.

C. Auburn Tourism Board's 2018 Business Plan

Coordinator Chachere presented the planning and strategies of the Tourism Board for the coming year and what their accomplishments were in the past year.

VII. 2018 MEETING SCHEDULE

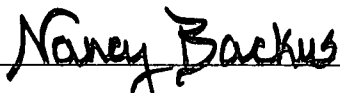
A. Wednesday, April 11th at 10AM in Council Chambers

B. Wednesday, November 14th at 10AM Room TBD

VI. ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 12:14 p.m.

APPROVED this 13th day of December, 2017.



MAYOR NANCY BACKUS, CHAIR



HOLLY FERRY, CITY STAFF