



**Auburn Tourism Board Meeting
NOVEMBER 18, 2018 – 10:00 AM
Auburn City Hall, Room 3
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 10:03am by Vice Chair Schofield.

Board Members present: Board Members; Malia Dale; Karrie Schofield;
Rachael Mc Alister; Julie Krueger; Lara Mae Chollette;

Excused Absence: Ronnie Roberts

Staff Present: Lorraine Chachere, Tourism Coordinator.

II. APPROVE OCTOBER MEETING MINUTES

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

MOTION PASSES UNANIMOUSLY 5-0.

III. OLD BUSINESS

1) Tourism Updates

Lodging Tax Grant Application Process – Due to a review of the City's policies, Legal determined that for-profit corporations are not eligible to receive lodging tax funds thus making a couple of applicants ineligible for consideration for 2019 grants. The LTAC voted to recommend to City Council that Petaplooza and Veterans Day Parade receive funding. And that the application period be extended until January to allow for more applicants to be considered since the funds for that line item would not be exhausted. The LTAC would then call a special meeting in late February to review those applicants.

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

- **Meeting Resources on Website Bid Update** – A lower bid came in from the web designer and will allow meeting and event planners the ability to access information on meeting venues as well as the opportunity to submit RFPs.

- **Auburn Adventure Film Festival** – A dedicated website or the film festival was created. The deadline for submissions and film selection and notification is December 6th. The ticket sales system used will be the same as the one Parks uses. Outreach to hotels to secure festival rates will measure how many overnight stays generated by attendance to the film festival weekend.
- **Q4 Ad Campaign Update** – The metrics provided by the Media Buy company were presented.
- **Tourism Open House Recap** – Thirty-three attendees representing Auburn business, residents, tourism industry professionals the event. Mayor Backus provided the welcome and spoke about how tourism helps our local economy. Vice Chair Schofield presented with Coordinator Chachere the highlights of 2018 that the Tourism Board accomplished. Keynote Speaker Camila Clark of Brand USA provided insight on marketing efforts to attract visitors and shared the initiatives Brand USA in which Auburn Tourism could participate in.

IV. **NEW BUSINESS**

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

Discussion ensued about goals and suggestions to promote tourism in Auburn. Further discussion will take place at the December Tourism Board meeting.

V. **NEXT MEETING**

Next ATB Meeting: **Thursday, December 13th at 10AM in Council Chambers.**

VI. **ADJOURNMENT**

There being no more business to discuss, the meeting was adjourned at 11:35AM.