



**Lodging Tax Advisory Committee
Meeting
November 14, 2018 – 10:00 AM
Room 3, Second Floor of City Hall
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 10:11 am by Chairwoman Nancy Backus.

In attendance: Mayor Nancy Backus, Bob Fraser, Aman Ghag, Susan Roberts, Christian Faltenberger, Reggie Matto

Unexcused Absence: Andy Cho

Staff present: City Attorney Steve Gross, Doug Lein, Economic Development Manager; Lorraine Chachere, Tourism Coordinator

II. APPROVE APRIL MEETING MINUTES

Committee Member Faltenberger motioned to approve the April Meeting minutes. Committee Member Ghag seconded the motion.

MOTION PASSES UNANIMOUSLY 5 – 0.

III. OLD BUSINESS

1) Rules of Procedure Revision

Attorney Gross presented a red lined version and a clean copy version of a proposed revision of the Rules of Procedure to Committee Members. There were no substantial changes, just cleaned up language for the document.

Committee Member Faltenberger motioned to approve the updated Rules of Procedure. Committee Member Ghag seconded the motion.

MOTION PASSES UNANIMOUSLY 5 – 0.

2) Tourism Updates

a. Tourism Open House

The first ever Tourism Open House took place on November 7th. It was meant to showcase projects that both Tourism boards have been working on and 2018 highlights. Mayor Backus started the event with talking about the impacts of tourism to our local economy. Keynote and invited speaker Camila Clark, Senior Director Corporate Communications for Brand USA spoke about growing international markets for Auburn tourism. As a result, Auburn will partner with Brand USA in some



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upcoming 2019 initiatives. Thirty three partner stakeholders, community residents, and businesses attended the event which took place in the Auburn Community and Event Center.

b. September 2018 Financials

The September Financials were presented. It was requested that Coordinator Chachere prepare a forecast of Q4 vs actuals to better understand what remains to be spent for the 2018 fiscal year for the Committee by mid-December.

The format of the financials will most likely change in the near future and be something that Finance provides indicated Manager Lein.

IV. NEW BUSINESS

1) Q4 Advertising Campaign

2) Auburn Adventure Film Festival

3) Review 2019 Grant Applications

Due to late submissions and in light of the City's review of procedures related to use of Hotel-Motel Tax funds, applications submitted by for-profits were deemed ineligible for consideration.

The eligible applications were reviewed. Committee Member Faltenberger requested more information from Auburn Parks' Geocache applicant of: 1) when is the event date 2) That they can demonstrate that the event has funding to finance it and it will happen irrespective of granted Auburn lodging tax funds 3) how will the event be marketed.

Committee Member Faltenberger motioned to recommend to City Council to approve the funding requests for Auburn Parks' Petpalooza event for \$5,000, and \$3,500 for Auburn Parks' Veterans Day and Parade. Committee Member Fraser seconded the motion.



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MOTION PASSES UNANIMOUSLY 6 – 0.

4) Second Round of Grant Applications

Two applications were received past the deadline due to extenuating circumstances. To encourage more applicants and more events to be brought to Auburn, it was suggested that a second wave of applications might be considered by the LTAC at a Special Meeting since the monies set aside for the community grants have not been exhausted.

Committee Member Faltenberger motioned to extend the deadline for the 2019 Lodging Tax Grants with a deadline of January 1st and for applications received to be considered at a Special Meeting in February. Committee Member Roberts seconded the motion.

MOTION PASSES UNANIMOUSLY 6 – 0.

V. NEXT LTAC MEETINGS

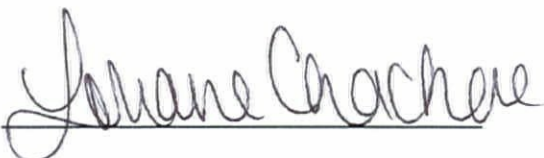
Wednesday, April 10, 2019 at 10AM.

Wednesday, November 13, 2019 at 10AM.

VI. ADJOURNMENT

There being no further business to discuss or conduct, the meeting adjourned at 11:28am.


MAYOR NANCY BACKUS, CHAIR


LORRAINE CHACHERE, TOURISM COORDINATOR