

LODGING TAX ADVISORY COMMITTEE & AUBURN TOURISM BOARD AGENDA

Thursday, November 10, 2016 @ 3:00PM

25 West Main Street City Hall, **Conference Room #3** – 2nd Floor

LTAC BOARD MEMBERS:

Nancy Backus, Andy Cho, Bob Fraser, Julie Krueger, Ronnie Roberts, Satpal Sohal

ATB BOARD MEMBERS:

Nancy Backus, Andy Cho, Bob Fraser, Dana Hinman, Julie Krueger, Ronnie Roberts, Satpal Sohal, Jennifer Corona, Rebecca Frisch, Jamelle Garcia, Tonia Jones, Gary Longley, Reggie Matto, Ashley Mohoric, Laci Qualls, Chris Wehmeyer

STAFF:

Dana Hinman, Doug Lein, Lorraine Chachere

AGENDA:

- I. Call to Order
- II. Roll Call
- III. **GUEST SPEAKER** – Police Community Liaison, Dealing with Homeless Population
- IV. **GUEST SPEAKER** – Jill Boltmann, APEX Marketing
 - 4th Quarter Marketing Strategy
 - Tourism Website Update
- ORDER OF BUSINESS**
- V. Approve September 8 and October 13, 2016 Meeting Minutes
- VI. Review of Budget YTD
- VII. Update on 2016 Grant Activity
 - Aug 6 & 7 – 3on3 – Paid, \$4,500
 - September 9 – Auburn Art Walk – Need more details, \$1,400
 - October 14 & 15 – Geocaching – Reimbursed
 - November 5 – Veteran's Day Parade – After Event Report due next week
- VIII. 2017 Lodging Tax Grant Applications
 - Review and Discuss Application Materials and Expectations
 - Determine Process of Awarding Recipients, less funds to award
 - Decide on Application Distribution
- IX. Hotel Concierge Directories & Hotel Service Training Workshop
- X. Possible February Event to Bring Overnight Visitors
- XI. **NEXT MEETING** - Thursday, December 8, 2016 @ 3:00PM, City Hall, Conference Room #3, 2nd Floor
NEW BUSINESS: LTAC & ATB Membership, New Appointments and Meeting Dates
- XII. Adjournment