



Auburn Tourism Board Meeting
Thursday, October 17, 2019
10:00 -11:30AM
COUNCIL CHAMBERS
AGENDA

I. CALL TO ORDER (5 Minutes)

Roll Call

II. APPROVE September 19th MEETING MINUTES (5 Minutes)

III. GUEST ATTENDEE (10 Minutes)

Steve Gross, City Attorney on Tourism Ordinance
Nicole Ramos – Catering Director Muckleshoot Casino

IV. OLD/ONGOING BUSINESS (10 Minutes)

1) Tourism Updates (Hotels, Membership...)

- i. Tourism Coordinator update
- ii. Seattle Sports Commission update
- iii. Rules of Procedure
- iv. AAFF
 1. Film submission cutoff date 10/31
 2. Timeline & Directors
 3. Draft Budget
- v. Tourism Summit – End February / Golf Course
- vi. Spotlight Ad – concepts to ATB in November
- vii. Explore Auburn MICE Site – Lanyon/CVent (RFP Sites)
 1. RFP Procedure
- viii. September Financials – not available yet

2) 2019 Marketing Plan Monthly Update

- i. No Updates

V. NEW BUSINESS (10 Minutes)

- 1) Chamber Tourism Directories
- 2) Window Dressing at TOC
- 3) Rules & Procedures Update Discussion
- 4) 2020 Strategic Plan discussion (**60 Minutes**)

VI. NEXT MEETING

- Next ATB Meeting:
Thursday, November 14th 10AM in Council Chambers [last one in 2019](#)

VII. AROUND THE TABLE (5 Minutes)

- 1) ATB Member initiatives & results
- 2) Partnerships between Tourism Businesses in Auburn

VIII. ADJOURNMENT



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TOURISM MARKETING CALENDAR

2019	HOTEL PACKAGES	FIT SEASONAL ACTIVITIES	NEW ASSETS	MICE	T'L. TOURIS	COMMUNITY GRANTS	COA/OTHER			
MONTH	FOCUS	FOCUS2	FOCUS3	MOR	FOCUS4	MORE3	FOCUS5	FOCUS6	MORE2	FOCUS7
JANUARY	AAFF 2019									AUBURN REPORTER RESIDENT GUIDE
FEBURARY										
MARCH					ACTIVE AMERICA CHINA	GRC WEDDING & EVENTS	ACTIVE AMERICA CHINA			AUBURN MAGAZINE
APRIL		SHCA; SUMMER FUN; SPOTLIGHT AD @ SEA- TAC								
MAY		SPOTLIGHT						PETPALOOZA		
JUNE		SPOTLIGHT						Korean American Sports Festival		AUBURN MAGAZINE
JULY	CONCERT SHUTTLE	COAST INTO SUMMER					VISIT USA (OZ)		FARMER'S MARKET	SUMMER POSTER
AUGUST	FOOTBALL FAN PROMO	COAST INTO SUMMER				NEW TEACHERS- ASD	GRC INT'L STUDENT ORIENTATION		AUBURN FEST	CHAMBER NEW TEACHER ORIENTATION
SEPTEMBER	FOOTBALL FAN PROMO	AAFF			US CHINA TOURISM LEADERSHIP SUMMIT?		US CHINA TOURISM LEADERSHIP SUMMIT	SEATTLE PARROT EXPO	HOPS N' CROPS	AUBURN MAGAZINE/ AUTUMN POSTER
OCTOBER	FOOTBALL FAN PROMO	HOLIDAYS/AAF F	FIELDHOUSE USA				LA SALES BLITZ?			AUBURN TOURISM SUMMIT
NOVEMBER	FOOTBALL FAN PROMO	HOLIDAYS/AAF F						VETERANS DAY PARADE		WINTER POSTER
DECEMBER	AAFF 2020									
JANUARY 2020	AAFF 2020									AUBURN MAGAZINE



Auburn Tourism Board Meeting
Thursday, September 19, 2019
Council Chambers
MINUTES

I. CALL TO ORDER

- a. *The meeting was called to order at 10:03 am by Chairman Roberts.*
- b. *Board Members present: Chair Ron Roberts; Edgar Vidal; Malia Dale, Kacie Bray, Julie Kruger; Lacey Katz*
- c. *Board Members Excused Absence: Vice Chair Rachael McAlister; Phil Hernandez*
- d. *Staff Present: Tanya Carter, Economic Development Officer.*

II. APPROVE August MEETING MINUTES

- I. *Board Member Lacey Katz motioned to approve the July meeting minutes. Board Member Dale seconded the motion.*

III. GUEST ATTENDEE

- a. *Officer Carter indicated City Attorney Steve Gross will attend next meeting but that Assistant Attorney Ruth was available to answer any questions on further agenda items.*

IV. OLD/ONGOING BUSINESS

- a. **Tourism Updates (Hotels, Membership...)**
 - i. *Member Katz summarized the **3 on 3 tournament** – in pictures and indicated \$10k was raised for Slick Watts Foundation.*
 - ii. *Also on the latest **Fieldhouse** developments - she provided renderings, pictures & details on the interior & types of courts as well as projected opening is now 4/2020.*
 - iii. *Officer Carter updated that 2nd round interviews were imminent for a new **Tourism Coordinator candidate**. Chair Roberts asked if the Board would be consulted. Officer Carter indicated Officer McAllister was on the panel in the 1st round.*
 - iv. *Officer Roberts gave a **hotel visit summary** & findings he and Officer Carter had. Officer Roberts indicated many of our hotels would like to get more involved. He also indicated there is an opportunity to engage hotels more with the ATB. He also indicated more support in shoulder season is needed and that Fieldhouse will be very welcome to fill hotels.*
 - v. *Officer Roberts brought up that the minutes from August were incomplete on the **Seattle Sports Commission** in that the Board voted for Officer Carter to represent Auburn on the SSC but the minutes didn't reflect that. Officer Bray also questioned the missing information. Officer Carter indicated the recommendation was passed onto the decision makers and the decision was made in another direction at the City level. Officer Bray questioned If that meant the Board recommendations were able to be vetoed in the By-*

Laws. Assistant Attorney Ruth indicated that Board votes are advisory only. Officer Carter indicated that she recalled the request was not made verbally. Officer Roberts then asked that **in the next meeting 2 items be discussed**: why a different decision was made on who should represent Auburn at the SSC & if, based on the different decision, the Board could recommend differently on spending the money to join. Assistant Attorney Ruth recommended that the request for clarification on why Board wishes weren't acted on were made & what was actually said in the meeting minutes. Officer Carter indicated she would review the clip in the minutes from the SSC and provide at the next meeting or in an email as well. Officer Bray requested that the SSC issue be reviewed at the next meeting. Officer Carter finally provided a brief summary of what happened at the SSC meeting that Officer Lein attended in September.

- vi. July financials were provided by Officer Carter. Officer Carter and Officer Roberts also clarified that the budget & allocation overview are being revamped to be more transparent & more actual to assist the Board in planning & decision making.

b. 2019 Marketing Plan Monthly Update

- i. Officer Carter provided an update in general on current projects. Officer Vidal provided an Auburn- **Emerald Downs partnership** update & indicated the promotion was going well. Officer Bray suggested bringing **Coasters** to 3 No Networking events for businesses to take. Officer Carter suggested that the **Concierge Directories** may need more investigation on whether they are still effective at hotels. She indicated that there are a lot of different collateral that contain the same information & Tourism is looking at better ways of streamlining. Officer Bray indicated that the Chamber has a Tourism Directory that could be a better solution to hotels. Officer Carter suggested an offline discussion & then bringing it back to the board. Officer Dale indicated Concierge directories don't get used but the Maps do.
- ii. Officer Carter indicated an **AAFF update** could happen next meeting or via email update due to Officer Lein not being present & him having managed the Film Festival Director hire. Officer Carter shared that there are about 60-70 films already submitted. Officer Roberts indicated concern for the Festival timeline since there isn't a Director yet. Officer Bray reminded the group that there were timeline deliverables for the Festival that had already been passed. Both Officers reiterated frustration with late timing of Festival start & asked for information on why the delay? Officer Carter indicated it was due to no Director being hired but that Officer Lein was managing it so she didn't have any further details. Officer Roberts suggested to table the Festival until next year. Officer Bray asked Officer Krueger her opinion as being an event expert. She indicated it was extremely late & suggested retooling it to just 1 day due to the delay. She also mentioned that 1 day would prevent a lot of hotel stay nights. Officer Roberts, Bray & Krueger said obtaining sponsors this late isn't possible. Officer Carter offered to get an update from Officer Lein & communicate

the ATB concerns to him asap. Officers Bray, Roberts & Krueger indicated that it wasn't an issue they felt was with Officer Carter, but with upper management. Officer Roberts questioned if obtaining a license with the new Director was an issue or if the contracting process was slow. Officer Krueger said a Professional Services contract was easy to execute. Officer Roberts expressed empathy with the film producers that no information was getting to them about their submissions. Officer Bray asked if the Board said they didn't want dollars allocated, if LTAC would need to be communicated with. Officer Roberts indicated that not using funds that LTAC had approved wasn't necessary. Officer Katz requested a response from Officer Lein in writing to receive an update. Officer Carter indicated a special meeting could also be called & the Board asked Officer Ruth who said it is possible to call the meeting according to the rules. Officer Roberts & Krueger said the Film director should be asked if a revised timeline could be provided. Officer Bray said it didn't matter since Officer Lein doesn't heed recommendations of the Board. Officer Krueger requested to know what the film submission deadline is. Officer Bray & Roberts said the whole situation feels bad since they recommend how to handle & it doesn't happen.

- iii. Officer Katz asked what the **Tourism Summit** situation is. Officer Carter indicated that Officer Lein pushed it out to Q1 2020. She indicated it would allow for a better presentation of what the 2020 plan is. Officer Katz asked to push to February due to holidays. Officer Bray suggested and February after the Film festival.
- iv. **Spotlight Ad drafts** will be presented to the Board next meeting per Officer Carter. She indicated the City is working to define what Authentic Auburn means which would be the basis of the campaign.
- v. **The Explore Auburn** website does have a MICE page that is now complete – however Officer Carter indicated that a further discussion is needed internal at the City to determine RFP process when requests are made of event planners. She indicated she would discuss with Officer Lein. Officer Dale commented the RFP should be structured in a way that the Tourism Coordinator should send the RFP out to the vendors. Officer Carter asked if anyone had RFP reference sites – Officer Dale confirmed Cvent & Lanyon were standards to review.

V. NEW BUSINESS

- a. Officer Katz asked when she could make a **new tourism project** suggestion. Officer Ruth indicated it should be in new business. Officer Carter suggested to get the overall strategy confirmed and then introduce new ideas. Officer Roberts suggested that Officer Bray present which was agreed on. She passed a picture around of a window display in a vacant storefront in the Outlet Collection. Officer Bray also indicated the Sound Transit plaza could be used. Officer Roberts confirmed we should put it on the agenda for next meeting.
- b. Officer Carter indicated the 2020 strategic plan needs to be developed. She showed a copy of the 2019 word document plan. She suggested to start planning at the next ATB meeting & add another 90 minutes to discuss. Officer Bray

indicated she can't attend but its fine to move ahead. Officer Roberts, Katz & Krueger confirmed interest & Officer Carter confirmed there would likely be more meetings & this was just the opening discussion. Officer Bray indicated it may be difficult due to staff not being hired yet & not having metrics. Officer Carter indicated the first meeting would be used for starting the discussion. Officer Krueger indicated lining up the strategies/budget initially is very needed.

- c. Officer Carter presented 2 documents on the **Rules of Procedure** (current document & proposed new line item). She indicated the only proposed change was related to the hotels & tourism assets wanting to get more involved. She asked City Attorney how to do this & he said the best way would be to add point #9 which states the public can attend meetings & allow time for public comment – after item discussion by the board but before a vote takes place. She suggested to review & vote at next meeting. Office Katz & Krueger like the idea. Officer Bray indicated a consideration should be made that the ATB is just advisory so if a comment was made by the public & not moved on, it could be viewed negatively by the public since the ATB doesn't have ultimate decision making on the issues discussed. Officer Krueger indicated that the goal of the Rules change was to get more tourism involvement which was important & Office Katz agreed. Office Roberts indicated that historically there were more hotels involved & that's the underlying desire. Officer Roberts confirmed the Board will table until next meeting.*

VI. **NEXT MEETING**

- a. Next ATB Meeting: Thursday, October 17th at 10AM in Council Chambers

VII. **AROUND THE TABLE**

- VIII. **ADJOURNMENT** – *Chair Roberts adjourned the meeting at 11:28am & Officer Katz seconded.*

RON ROBERTS, CHAIR

TANYA CARTER, ECONOMIC DEVELOPMENT OFFICER

2019 Business Plan and Auburn Tourism Priorities

Goal #1 Develop Tourism Demand Generators

Meetings and Events

- Participate in strategically selected tradeshows
- Develop Online Resources on Explore Auburn website
- Collaborate with Green River College Wedding & Events Show – March 2, 2019

Growing International Tourists

- Green River College Student Orientation Collaboration
- Develop Relationships with Receptive Tour Operators: MAY1
- Learn More about origin of Outlet Collection Bus Tours
- Korean American Sport Festival June 2019
- US/China Travel Leaders Symposium: September 2019
- Additional Visit Seattle Opportunities (i.e. Travel Trade Shows; Access to Data on Travel Trends)

Increase Hotel Bookings During Shoulder Season

- Stay & Play Packages and Promotions
- Continue with White River Amphitheater Concert Season Shuttle Service

2020 Auburn Adventure Film Festival

- Select dates that would most likely draw visitors to Auburn.
- Grow reach and audience of filmgoers.
- Partner with hotels for room packages and hosts of events.

Goal #2 Cross Promotional Collaborations

Potential Opportunities

- The Outlet Collection
- Emerald Downs
- Kiosks to Generate Awareness of Tourism Assets
- BIA Map Reprint Collaboration
- Auburn Adventure Film Festival

Goal #3 Improve/Enhance Visitor Experience

Improve Accessibility to Tourism Assets

- Promote Emerald Downs Summer Shuttle
- Kiosks to Generate Awareness of Tourism Assets
- Continue with White River Amphitheater Concert Season Shuttle Service
- Wayfinding Signage
- Tourism Spot Identifiers
- Gift Cards/Hotel Package Promotions
- Muckleshoot Entertainment
- Possible Crystal Mountain packages & Promotions

Create Welcoming Ambiance Towards International Visitors

- Collateral printed in multi-languages
- Explore service oriented amenities with hotels towards target markets.

Goal #4 Strategic Spending of Limited Marketing Dollars

Use of Marketing Dollars

- Advance from Generating Awareness to Actual Booking Conversions
- Focus Marketing Dollars on Planning/ Booking Stage
- Shift to Creative Generated in House, Media Buy Company rather than Full Service Agency
- Learn More About Changing Algorithms and Trends on Social Media

Goal #5 Strengthen Regional Tourism Partnerships

Local Partnerships

- Auburn Area Chamber of Commerce
- Auburn Downtown Association
- BIA Rate Payer Board
- Green River College

Regional Partnerships

- Visit Seattle
- Washington Tourism Alliance
- Port of Seattle
- Explore Possibilities with Seattle Southside Regional Tourism Authority
- Explore TPA Possibility with Federal Way

National Partnerships

- Brand USA

Goal #6 Study Travel Trends with Current Data

Local Partnerships

- Hotel Capacity Study
- TPA Study
- Visit Seattle
- Washington Tourism Alliance

Goal #7 Develop Tourism Assets

Provide More Reasons for Visitors to Come to Auburn

- Beautification via Murals
- Other Legacy Events

ATB – Rules of Procedure

CITY OF AUBURN

AUBURN TOURISM BOARD

RULES OF PROCEDURE

DRAFTED JUNE 2017
AMENDED SEPTEMBER 2019

AUBURN TOURISM BOARD - RULES OF PROCEDURE

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CITY OF AUBURN TOURISM BOARD

RULES OF PROCEDURE

We, the members of the City of Auburn Tourism Board, do hereby adopt, publish, and declare the following Rules of Procedure:

I. NAME:

The official name of the City of Auburn Tourism Board shall be the “Auburn Tourism Board.” (~~Auburn Tourism~~ Board.) The membership and terms of office of the members of the ~~Auburn Tourism~~ Board shall be as provided in Chapter 2.77 of the Auburn City Code (ACC).

The board shall serve in an advisory capacity to the mayor and city council, and to the lodging tax advisory committee for the purpose of planning and promoting tourism related activities. (Ord. 6041 § 1, 2006.) The Auburn Tourism Board shall make recommendations to the lodging tax advisory committee for budget planning, and be tasked with executing the operational goals and objectives to increase tourism.

II. MEMBERSHIP:

1. The ~~Auburn tourism board~~ Board shall consist of not more than ten members appointed by the mayor and confirmed by the city council, ~~who shall serve at the pleasure of the city council.~~ The members shall be residents of the city or have a current licensed business in the city of Auburn, and shall be representatives of entities that are either related to the tourism industry, or that provide goods or services to tourists or tourist-related businesses..

2. Members of the ~~Auburn tourism b~~Board are prohibited from being members of the Auburn lodging tax advisory committee. (Ord. 6041 § 1, 2006.)

3. Terms and Vacancies: Subject to the provisions of chapter 2.30 of the city code and at the pleasure of the city council, members of the ~~Auburn tourism b~~Board shall serve for a term of three years or until appointment of a successor member, whichever is later. (Ord. 6041 § 1, 2006.)

III. MEETINGS:

1. All meetings will be held at the Auburn City Hall, Auburn, Washington, unless otherwise directed by the Chair of the ~~Auburn Tourism~~ Board.
2. Meetings ~~of the Auburn Tourism Board~~ shall be conducted in conformity with the requirements of the Washington State Open Public Meetings Act, Chapter 42.30 of the Revised Code of Washington (RCW). Executive sessions can only be held in accordance with the provisions of Section 42.30.110 RCW
3. The ~~Auburn Tourism~~ Board shall meet monthly when there is new official business to transact, and hold additional meetings as the ~~eChairperson~~ or a majority of the tourism board deem necessary. (Ord. 6041 § 1, 2006.)
4. Regular meetings shall be held on the third Thursday following the first Monday of each month, ~~and shall be open to the public~~. The meeting shall convene at 10:00 A.M. unless otherwise directed by the Tourism Coordinator or the Chair.
5. Special meetings of the ~~Auburn Tourism~~ Board shall be at the call of the Chair. ~~Special meetings of the Auburn Tourism Board may also be called by or~~ the Vice Chair ~~of the Tourism Board in the Chair's absence~~. A minimum notice of 24 hours shall be provided for special meetings in accordance with State law.
6. If quorum is not reached by the RSVPs in advance of the meeting, a meeting may be canceled at the notice of the Chair provided at least 24 hours in advance.
7. Except as modified by these rules of procedure, Robert's Rules of Order, Newly Revised, most current version, shall govern the conduct of the meetings.
8. The ~~Auburn Tourism~~ Board may conduct business in closed or executive session as allowed in conformity with Section 42.30.140 RCW.
9. ~~Staff will prepare A~~an agenda ~~shall be prepared in advance of before~~ every ~~regular and special meeting of the Auburn Tourism Board~~. Meeting agendas and materials on items on an agenda for a regular meeting shall be provided to members of the Auburn Tourism Board not less than five (5) days ~~in advance of before~~ the regular meeting. Meeting agendas and materials on items on an agenda for a special meeting shall be provided to members of the ~~Auburn Tourism~~ Board as promptly in advance of the meeting as can reasonably be accomplished.
- 9.10. Public Comment. The Chair may allow public comment on any agenda item. Comments should be taken after Board discussion, but before any vote. Commenters shall provide their name and address for the record, shall limit their comments to the

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ATB – Rules of Procedure

agenda item being discussed, and shall limit their comments to three minutes unless that time is extended by the Chair with the consent of the Board.

IV. AGENDA:

An agenda shall be prepared for each meeting consisting of the following order of business:

1. CALL TO ORDER
Roll Call/Establishment of Quorum
2. Approval of Minutes
3. New Business
4. Old Business
5. Next Meeting Details
6. Adjournment
7. Additional items may be added to the agenda by the ~~Auburn Tourism~~ Board. The Chair shall have the discretion to amend the order of business.

V. ELECTION OF OFFICERS:

1. The officers of the Board shall consist of a Chair and a Vice Chair elected from the appointed members of the Board. ~~The and such other officers as the~~ Board may ~~appoint other officers~~, by ~~the~~ majority vote, ~~approve and appoint~~.
2. The election of officers shall take place once each year at the Board's first regular meeting of each calendar year. The term of office of each officer shall run until the subsequent election. (Option: until a replacement is selected)
3. ~~The vacancy of the Chair or Vice-Chair during his or her term of office shall be filled for the remaining term of office by the Mayor and confirmed by the City Council. If the The Chair is Vacant, would be replaced by the Vice-Chair of the Auburn Tourism Board will become the Chair and the Board will elect a new Vice-Chair.~~

VI. CHAIR:

1. The Chair shall preside over the meetings of the Board and may exercise all the powers usually incident of the office. The Chair shall be considered as a member of the Board and have the full right to have ~~his/her~~their own vote recorded in all deliberations of the Board. ~~Unless stated otherwise by abstention or nay, the Chair's vote shall be considered to be affirmative for the motion.~~
2. The Chair shall have power to create temporary committees of one or more members. Standing committees of the Board shall be created at the direction of the Board and appointed by the Chair. Standing or temporary committees may be charged with ~~such those~~ duties, examinations, investigations and inquiries relative to one or more subjects of interest to the Board. No standing or temporary committee shall have the power to commit the Board to the endorsement of any plan or program without the approval ~~at the regular or special meeting~~ of the full Board.

3. The Vice Chair shall in the absence of the Chair, perform all the duties incumbent upon the Chair.
4. ~~In the event of the absence of both~~ the Chair and Vice Chair ~~are absent~~, the ~~senior longest-serving~~ member of the Board present shall act as Chair for that meeting or may ~~call for a vote of the Board to appoint a presiding officer for that meeting~~ delegate the responsibility to another member.

VII. SECRETARY:

A member of City staff shall act as the Secretary for the ~~Auburn Tourism~~ Board and shall keep a record of all meetings of the Board and its committees. These records shall be retained at the City Clerk's Office.

All public hearings shall be electronically recorded verbatim and a summary of the discussion and actions will be recorded as Meeting Minutes.

VIII. QUORUM:

A simple majority of the appointed members shall constitute a quorum for the transaction of business. A simple majority vote of the quorum present shall be sufficient to take action on the matters before the Board; provided that if at any time during the meeting, a quorum is no longer present, the meeting may only continue for the time and duration necessary to fix a time for adjournment, adjourn, recess or take measures to obtain a quorum.

IX. ABSENCE OF MEMBERS:

~~In the event of~~ a member ~~being is~~ absent for two (2) consecutive regular meetings, or ~~being is~~ absent from 25% of the regular meetings during any calendar year; without being excused by the Chair, the Chair may request that the Mayor ask for ~~his or her that~~ member's resignation. To be excused, members must inform the Auburn Tourism Board's secretary or the Tourism Coordinator in advance of the meeting date if they cannot attend a scheduled meeting.

X. VOTING:

- A. Any member, including the Chair, not voting or not voting in an audible voice shall be recorded as voting ~~not in favor of~~ against the motion. Motions shall be made in the affirmative, i.e., "move to approve..." instead of "move to deny."
- B. The Chair, Secretary, or upon request from a Board member, may take a roll call vote.
- C. It is the responsibility of each member of the Auburn Tourism Board to vote when requested on a matter before the full Board. However, a member may abstain from discussion and voting on a question because of a stated conflict of interest or appearance of fairness.
- ~~D.~~ If any member of the Auburn Tourism Board wishes to abstain, from a vote on the motion, that member shall so advise the Chair and, if there is no objection to the abstention, shall remove and absent ~~himself/herself/themself~~ from the deliberations and considerations of the motion, and shall have no further participation in the matter. ~~Such advice shall be given. The member shall advise the chair of the possible conflict prior to before there is any discussion or participation vote on the subject matter or as soon thereafter as the member identifies perceives a need to abstain. , provided that, prior to the time that a member gives advice of an intent to abstain from an issue, the~~ Any member shall ~~may~~ confer with the City Attorney to determine if the ~~basis for the member's intended needs to abstention conforms to the requirements hereof because of a conflict of interest. .If the intended abstention can be anticipated in advance, the conference with the City Attorney should occur prior to the meeting at which the subject matter would be coming before the Auburn Tourism Board. If that cannot be done, the member should advise the Chair that he/she has an "abstention question" that he/she would want to review with the City Attorney, in which case, a brief recess would be afforded the member for that purpose before proceeding further.~~
- ~~E.~~ If a tie vote exists, after recording the Chair's vote, the motion fails. ~~However, a motion for denial that fails on a tie vote shall not be considered an approval.~~

XI. CONFLICT OF INTEREST:

A. Any conflict of interest is subject to the City Ethics Code Chapter 2.92 RCW

XII. AMENDMENT:

The Rules of Procedure may be amended at any regular meeting of the Board by a majority vote of the entire membership. The proposed amendment ~~should~~shall be presented in writing at ~~a preceding~~least one regular meeting ~~before the change is voted on.~~

CITY OF AUBURN

AUBURN TOURISM BOARD

RULES OF PROCEDURE

DRAFTED JUNE 2017

AUBURN TOURISM BOARD - RULES OF PROCEDURE

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5. Special meetings of the Auburn Tourism Board shall be at the call of the Chair. Special meetings of the Auburn Tourism Board may also be called by the Deputy Chair of the Tourism Board. A minimum notice of 24 hours shall be provided for special meetings in accordance with State law.
6. If quorum is not reached by the RSVPs in advance of the meeting, a meeting may be canceled at the notice of the Chair provided at least 24 hours in advance.
7. Except as modified by these rules of procedure, Robert's Rules of Order, Newly Revised, most current version, shall govern the conduct of the meetings.
8. The Auburn Tourism Board may conduct business in closed session as allowed in conformity with Section 42.30.140 RCW.
9. An agenda shall be prepared in advance of every regular and special meeting of the Auburn Tourism Board. Meeting agendas and materials on items on an agenda for a regular meeting shall be provided to members of the Auburn Tourism Board not less than five (5) days in advance of the regular meeting. Meeting agendas and materials on items on an agenda for a special meeting shall be provided to members of the Auburn Tourism Board as promptly in advance of the meeting as can reasonably be accomplished.

IV. AGENDA:

An agenda shall be prepared for each meeting consisting of the following order of business:

1. CALL TO ORDER
Roll Call/Establishment of Quorum
2. Approval of Minutes
3. New Business
4. Old Business
5. Next Meeting Details
6. Adjournment
7. Additional items may be added to the agenda by the Auburn Tourism Board.
The Chair shall have the discretion to amend the order of business.

V. ELECTION OF OFFICERS:

1. The officers of the Board shall consist of a Chair and a Deputy Vice Chair elected from the appointed members of the Board and such other officers as the Board may, by the majority vote, approve and appoint.
2. The election of officers shall take place once each year at the Board's first regular meeting of each calendar year. The term of office of each officer shall run until the subsequent election.
3. The vacancy of the Chair or Vice-Chair during his or her term of office shall be filled for the remaining term of office by the Mayor and confirmed by the City Council. The Chair would be replaced by the Vice-Chair of the Auburn Tourism Board.

VI. CHAIR:

1. The Chair shall preside over the meetings of the Board and may exercise all the powers usually incident of the office. The Chair shall be considered as a member of the Board and have the full right to have his/her own vote recorded in all deliberations of the Board. Unless stated otherwise by abstention or nay, the Chair's vote shall be considered to be affirmative for the motion.
2. The Chair shall have power to create temporary committees of one or more members. Standing committees of the Board shall be created at the direction of the Board and appointed by the Chair. Standing or temporary committees may be charged with such duties, examinations, investigations and inquiries relative to one or more subjects of interest to the Board. No standing or temporary committee shall have the power to commit the Board to the endorsement of any plan or program without the approval at the regular or special meeting of the Board.

3. The Deputy Vice Chair shall in the absence of the Chair, perform all the duties incumbent upon the Chair.
4. In the event of the absence of the Chair and Vice Chair, the senior member of the Board present shall act as Chair for that meeting or may delegate the responsibility to another member.

VII. SECRETARY:

A member of City staff shall act as the Secretary for the Auburn Tourism Board and shall keep a record of all meetings of the Board and its committees. These records shall be retained at the City Clerk's Office.

All public hearings shall be electronically recorded verbatim and a summary of the discussion and actions will be recorded as Meeting Minutes.

VIII. QUORUM:

A simple majority of the appointed members shall constitute a quorum for the transaction of business. A simple majority vote of the quorum present shall be sufficient to take action on the matters before the Board; provided that if at any time during the meeting, a quorum is no longer present, the meeting may only continue for the time and duration necessary to fix a time for adjournment, adjourn, recess or take measures to obtain a quorum.

IX. ABSENCE OF MEMBERS:

In the event of a member being absent for two (2) consecutive regular meetings, or being absent from 25% of the regular meetings during any calendar year, without being excused by the Chair, the Chair may request that the Mayor ask for his or her resignation. To be excused, members must inform the Auburn Tourism Board's secretary or the Tourism Coordinator in advance of the meeting date if they cannot attend a scheduled meeting.

X. VOTING:

- A. Any member, including the Chair, not voting or not voting in an audible voice shall be recorded as voting in favor of the motion.
- B. The Chair, Secretary, or upon request from a Board member, may take a roll call vote.
- C. It is the responsibility of each member of the Auburn Tourism Board to vote when requested on a matter before the full Board. However, a member may abstain from discussion and voting on a question because of a stated conflict of interest or appearance of fairness.
- D. If any member of the Auburn Tourism Board wishes to abstain, from a vote on the motion, that member shall so advise the Chair and, if there is no objection to the abstention, shall remove and absent himself/herself from the deliberations and considerations of the motion, and shall have no further participation in the matter. Such advice shall be given prior to any discussion or participation on the subject matter or as soon thereafter as the member perceives a need to abstain, provided that, prior to the time that a member gives advice of an intent to abstain from an issue, the member shall confer with the City Attorney to determine if the basis for the member's intended abstention conforms to the requirements hereof. If the intended abstention can be anticipated in advance, the conference with the City Attorney should occur prior to the meeting at which the subject matter would be coming before the Auburn Tourism Board. If that cannot be done, the member should advise the Chair that he/she has an "abstention question" that he/she would want to review with the City Attorney, in which case, a brief recess would be afforded the member for that purpose before proceeding further.
- E. If a tie vote exists, after recording the Chair's vote, the motion fails. However, a motion for denial that fails on a tie vote shall not be considered an approval.

XI. CONFLICT OF INTEREST:

- A. Any member of the Board who in his or her opinion has an interest in any matter before the Board that would tend to prejudice his or her actions shall publicly indicate, step down and leave the meeting room until the matter is disposed. A member need only be excused from legislative or organizational action if the potential conflict of interest is direct and substantial.
- (1) No member of the Auburn Tourism Board may use his or her position to secure special privileges or exemptions for himself, herself, or others.
 - (2) No member of the Auburn Tourism Board may, directly or indirectly, give or receive or agree to receive any compensation, gift, reward, or gratuity from a source except the employing municipality, for a matter connected with or related to the officer's services as such an officer unless otherwise provided for by law.
 - (3) No member of the Auburn Tourism Board may accept employment or engage in business or professional activity that the officer might reasonably expect would require or induce him or her by reason of his or her official position to disclose confidential information acquired by reason of his or her official position.
 - (4) No member of the Auburn Tourism Board may disclose confidential information gained by reason of the officer's position, nor may the officer otherwise use such information for his or her personal gain or benefit(5) No member of the Auburn Tourism Board may take any action that is prohibited by Chapter 42.23 RCW or any other statutes identifying conflicts of interest.

XII. AMENDMENT:

The Rules of Procedure may be amended at any regular meeting of the Board by a majority vote of the entire membership. The proposed amendment should be presented in writing at a preceding regular meeting.

Draft AAFF 2020 BUDGET		
	2019 Budgeted	NOTES
Revenues:		
Marketing Fund	\$35,000	additional \$13k per Doug Lein 9/27/19
Ticket Sales	\$0	
Sponsorships	\$0	
Submission Fees	\$700	
Total Revenues	\$35,700	
Expenditures:		
Festival Director	\$10,400	
Theatre Rental	\$710	
Janitorial Services	\$390	
Sound & Light Tech: \$27/hr. based on 31 hours	\$2,440	
Festival Website	\$1,050	
Laynards	\$68	
Banner	\$1,479	dbl sided banner, main street jan 14-28, 2019, WE R BOOKED 2/10 - 2/24 2020
Legal Services Trademark	\$1,104.50	Film Festival Trademark
Poster Distribution	\$344	
Subtotal	\$17,986	

2 marketing target audiences/campaigns:

- 1) Film Makers
- 2) Film Watchers

If we want x film makers - whats the conversion rate we need
if we want x audience, whats the conversion rate we need.

NO IMPRESSIONS! - We need ticket sales - so actual conversions

Also - we want 1 Gala after party, 1 Saturday night party...need to budget

Tourism Projects & Initiatives					
				Updated 9/12/19	
Project	Deadline	Liaison Contact Details	Where Left Off	Next Steps	Follow Up
ATB	Ongoing	Tourism	All 2019 invites were sent. No December Meeting. Steve Gross coming October. Either Clarion or Best Western will apply for 10th seat on board. Rules & Procedures amendment proposal adding public comment.		
Certified Distribution Inquiry	Ongoing			Kacie provided info on this program & Tanya contacted sales rep. We have rates & this would be a good regional strategy based on reach & cost	
LTAC	Ongoing	Tourism	Lorraine to send an email update	Next Meeting November ; Monthly Communications	10/1/2019
Seasonal Poster	Quarterly	Creative Committee	Reprint of Summer and Distribution; Picked up by IPS to distribute 7/30	By October 15 develop new Winter poster	10/15/2019
Seattle Sports Commission	Pending	Ronnie Roberts, Chair of ATB; Rachael McAlister, Vice Chair of ATB; ron@gosankochocolate.com; r@auburnwa.gov	Auburn is on the commission & Doug is representing		11/1/2019
Emerald Downs Marketing Collaboration	June - December	Edgar Vidal Edgar Jason Vidal Emerald Downs Racetrack & Casino Director of Sales and Marketing Direct: 253.288.7704 Cell: 425.247.4900 EdgarV@emeralddowns.com	Already Paid in Full \$5,000; Monthly monitoring of fulfillment of Marketing Collaboration agreement.	Edgar will present progress at the meeting on 9/19	
Coast into Summer Promotion	July - September	Tourism		Continue delivering coasters as venues run out Total 13,500: Horses - 2500, Breweries - 3500, Chocolate - 2500, Golf - 2500, Concert - 2500 Total 13,500	10/15/2019
Concierge Directories	Quarterly	Tourism	Lorraine to update all existing ones and to provide a hotel version to HI Express	Next Update in November 2019	11/15/2019
2019 Tourism Summit	29-Oct-19	Clarissa - ACEC; Mike Moe - WT; Brittany, Kacie, Kristi	Per Doug - rescheduling until January when we can present promotional plan for 2020	Need to find new possible venue: Emerald Downs, Museum, Theatre.... Request for regional players to attend: sound transit, WTA...Have SCC present & not Fieldhouse per ATB Create marketing collateral; get ADA, BIA, AACC; GRC support and business attendance; order lunch from ASD Culinary program; send reminder/reach out email to panelists by October 1st	10/1/2019
2020 AAFF	21-Feb-19	Tourism	Ad in Autumn edition Showcase magazine secured. Lorraine provided rundown on 7/31.	Hiring festival director Coordinate with ADA for marketing, volunteer and concession management.	2/21/2020
Q4 POS Spotlight Grant Application	Pending Selection	Gail Mueller; POS Tourism Project Specialist; 206.787.3377 Mueller.G@portseattle.org		Ad being created by MM, will be presented in Oct ATB meeting to board (2 concepts). Its Due Dec 1 to Devil Dog; Submitting it to Devil Dog Installation (port vendor) for installment - Art must be Approved by the Port - Send in PDF to Rebecca/devil dog - Rebecca prints and installs - They finish and send photos and invoice - Total cost for print & install is \$366	10/1/2019
Social Media: Facebook & Instagram	Ongoing	Tourism		Alicia built editorial calendar with oversight on content by Kalyn - to post thru EOY. Its not complete - need to synch with Kalyn on status.	9/20/2019

Tourism Projects & Initiatives							
					Updated 9/12/19		
Project	Deadline	Liaison Contact Details	Where Left Off	Next Steps	Follow Up		
Explore Auburn website	Ongoing	Tourism	Per Lorraine - All calendar events populated through end of year, and summer itineraries.	Confirm MICE page status w/ Cevado, pay invoice, Get Cevado to update images on front page, ;Can Bridget update and maintain webpage? If not can Cevado to do it?	9/15/2019		
Lodging Tax Grants	Q4 2019	Tourism	Remaining recipients to occur/be reimbursed: Korean American Sports Festival; Hops & Crops; Seattle Parrot Expo; Veteran's Day Parade	Need to review & submit Geocaching. KASF is overdue on deadline, pending further clarification of proper documentation requested; remaining events have until two weeks after the event to submit the After Event report to be able to be submitted for reimbursement.	9/15/2019		
NW Events Show	11/13/19-11/14/19		Paid \$25 fee to attend as buyer, not supplier	Not refundable. Determine attendee	11/13/2019		
Go West Trade Show	March 24 - 27, 2020	Sent Doug details in calendar invite 7/	Invitation request completed and accepted. Event is by invite only, organized by Brand USA. Ideal to attend to learn about current status of Chinese inbound travelers so as to determine further participation in the Active America summits.	Determine attendee; Have collateral created; Set appointments with travel trade prior to arrival.	3/24/2020		
Washinton Tourism Allisance	Annual		Paid prorated at beginning of year, annual billing system; ED to provide Learning Lab at Tourism Summit		12/1/2019		
Visit Seattle Membership	Annual		Free membership for municipalities; Educational and networking events resume in Fall		11/1/2019		
Travel Tacoma	Pending Approaching New ED		Previous ED did not want to work with COA	Set up meeting and see if partnership can be made. At the very least, able to put a link to Explore Auburn website on their Places to See section on their website.	11/1/2019		
Active America China	Pending Discussion		Participation in September 2019 show declined, ossibility of March 2020 participation?		2/1/2020		
ON HOLD EVENTS OR CANCELLED							
Q4 Football Fan Hotel Stay Promotion	Q3-Q4	Tanya - ADA - Jeremy, Geaux Brewing	Disucssed at Tourism Board Meeting	CANCELLED due to no hotel interest, no ATB support/desire, no Tourism Coordinantor			
Hospitality FAMS	Monthly	Tourism	Hiatus for July - August. Resume in September	ON HOLD Per Tourism Board & Doug until New Coordinator starts			
Summer Event Tabling	Summer 2019	Tourism	Tables secured at these events. Tamyra unable to attend. Seek volunteers.	ON HOLD Per Tourism Board & Doug UNTIL NEW COORDINATOR Auburn Fest - August 10 ; August 11th Auburn Int'l Farmer's Market with Community Services; Tourism Table at Seattle Parrot Expo September 28th and 29th; Order new Explore Auburn banner from Multimedia.			
Auburn Magazine	Quarterly	Kalyn	Summer edition completed	ON HOLD UNTIL NEW COORDINATOR ON BOARD			
Visit USA (Australia) Membership	Ongoing		Profile Completed	NO ACTION NEEDED UNTIL NEW COORDINATOR HERE Annual Tradeshow in Australia, membership allows for participation.			
New Teacher ASD Orientation	Pending AACC Communication	Kacie	Need 120 folders; Use Explore Auburn folders, include attractions, resident resource guide; Pending AACC Communication for stuffing event - Needed by 8/20/19	ALICIA COMPLETING MONDAY 8/19 No letter requested. CoA provided fortune cookies, chocolate, coasters, auburn mag, maps			

Tourism Projects & Initiatives						
				Updated 9/12/19		
Project	Deadline	Liaison Contact Details	Where Left Off	Next Steps	Follow Up	
Washington MPI Membership	Pending Discussion		Tabled until Tourism Coordinator position is filled.	ON HOLD UNTIL NEW COORDINATOR ON BOARD		
U.S. China Summit	9/18-9/19/19	Sent Doug details in calendar invite 7/22	Invitation request completed and accepted. Event is by invite only, organized by Brand USA. Ideal to attend to learn about current status of Chinese inbound travelers so as to determine further participation in the Active America summits.	Doug unable to attend		
Hopsitality Newsletters	Monthly	Tourism	On hold until new coordinator. Ask hotels if we need a refresh/revamp?	Determine if this resource to be continued. Talk to Hotels on Hotel tour w/ Ronnie		

- Officer Carter: Does the Board want us to be on commission at silver level?
 - Officer McAllister yes
 - Officer Bray: yes
- Officer Roberts: Who can represent at commission?
 - note: Officer Roberts question was answered in subsequent mail to ATB. There are a commissioner & deputy appointed to represent.
- Officer Roberts: we should appoint someone to go till we have new coordinator. "she" is well versed and "she" knows.
- Officer Roberts: Can we roll this into a motion?
- Officer Roberts: she'd need to talk to her manager but "we'd like her"
- Officer Bray motioned that we join so we can be represented & that it be TC be it.
- Officer McAllister seconded