

LODGING TAX ADVISORY COMMITTEE & AUBURN TOURISM BOARD

AGENDA

Thursday, October 13, 2016 @ 3:00PM

25 West Main Street City Hall, Executive Conference Room – 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, Ron Roberts, Satpal Sohal, Jennifer Corona, Jonathon Shea, Rebecca Frisch, Jamelle Garcia, Marissa Gabenro, Tonia Jones, Vimol Khera, Gary Longley, Reggie Matto, Christian McLendon, Ashley Mohoric, Laci Qualls, Manny Sekator, Chris Wehmeyer

STAFF:

Dana Hinman, Doug Lein, Lorraine Chachere

AGENDA:

I. Call to Order

II. Roll Call

NOTE: Sharon Premia (Travelodge Suites) resigned from the board as of 10/4/2016. Replacement unknown. Jeffrey Escobar is no longer at La Quinta, Jonathon Shea is the new GM of La Quinta. Chantelle Herburger has relocated, Christian Faltenberger is the new GM of the Outlet Collection. Hoa Tran is no longer at the Outlet Collection.

III. Introduction of new Tourism Coordinator, Lorraine Chachere

IV. Guest Speaker – Presentation by APEX:

- Fourth Quarter Marketing Strategy
- Video
- Website

ORDER OF BUSINESS

V. Approve September 8, 2016 Meeting Minutes

VI. Update on 2016 Grant Activity

July 10 – Nostalgia Drag Race - Request for Reimbursement, \$4,000

July 17 – Diesel Drags – Request for Reimbursement, \$4,000

September 9 – Auburn Art Walk – Need more details, \$1,400

September 11 – Mexican Independence Day – Request for Reimbursement, \$4,000

September 24 & 25 – Tough Mudder – Request for Reimbursement, \$8,500

VII. Executive Session, if needed

X. Adjournment

NEXT MEETINGS:

DATE: Thursday, November 10, 2016 @ 3:00PM, City Hall Executive Conference Room

Thursday, December 8, 2016 @ 3:00PM, City Hall Executive Conference Room