

LODGING TAX ADVISORY COMMITTEE 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, Chantelle Herburger, Dana Hinman, Julie Krueger, Ronnie 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, Hoa Tran, 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.
- III. Introduction of new Tourism Coordinator, Lorraine Chachere
- IV. Approve September 8, 2016 Meeting Minutes
- V. 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. Presentation by APEX:
 - Marketing
 - Video
 - Website
- IX. Executive Session, if needed
- X. Adjournment

NEXT MEETING:

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