

LODGING TAX ADVISORY COMMITTEE & AUBURN TOURISM BOARD MINUTES

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, Chantelle Herburger,

ATB BOARD MEMBERS:

Nancy Backus, Bob Fraser, Dana Hinman, Julie Krueger, Ron Roberts, Satpal Sohal, Jennifer Corona, Rebecca Frisch, Jamelle Garcia, Tonia Jones, Vimol Khera, Gary Longley, Reggie Matto, Ashley Mohoric, Laci Qualls, Manny Sekator, Chris Wehmeyer

STAFF:

Dana Hinman, Doug Lein, Lorraine Chachere

In Attendance: Lorraine Chachere, Ashley Mohoric, Jamelle Garcia, Ronnie Roberts, Satpal Sohal, Bob Fraser, Julie Krueger, Aman Ghag (Comfort Inn),

Community Members: Jonathon Shea (La Quinta), Jasmine Cawley (Muckleshoot Casino)

Special Guests: Jill Boltman, APEX Media; Jennifer Allen-Tate, Earth & Sky Studio, LLC

Not Present: Nancy Backus, Dana Hinman, Doug Lien, Jennifer Corona, Tonia Jones, Vimol Khera, Gary Longley, Reggie Matto, Laci Qualls, Chantelle Herburger, Chris Wehmeyer

AGENDA:

- I. Call to Order by Lorraine.
- II. Roll Call Lorraine.
LTAC NOTE: Sharon Premia (Travelodge Suites) resigned from the board as of 10/4/2016. Replacement unknown.
ATB NOTE: Jeffrey Escobar is no longer at La Quinta. Hoa Tran and Marissa Gabenro are no longer at the Outlet Collection. Replacements unknown.
- III. Introduction of new Tourism Coordinator, Lorraine Chachere
- IV. Guest Speaker – Presentation by APEX: (Please refer to addendum)
 - Video – The video might have a voice over discussing history or music. Concern was brought up about the timing of the video shoot coinciding with possible inclement weather. Is it possible to shoot in Spring instead? Lorraine will assist with the compilation of existing footage belonging to member partners and identified sites that might be missing.
 - Website – Board members wish to preview site before its launch.
 - Fourth Quarter Marketing Strategy – Discussion ensued about media buy options of the radio options (WARM 106.9 vs CBS). The former focuses on the 35 - 54 year old woman listener who would be in charge of travel planning. CBS has a strong digital footprint.

IDEAS: Veterans Day event has a new and exclusive partnership with KOMO, so the proposal should not include them for this purpose as well as they have significant coverage already secured.

It was suggested instead for the Strategy to commence mid-November beginning with the Holiday Market (Nov. 12 & 13 at Emerald Downs which will feature over 100 vendors and a visit to Santa) through February instead. The focus could be on holiday shopping, Magical Night of Giving, A Christmas Story production, New Year's Eve. Identify ROI by offering hotel discount with receipt from Outlet? Muckleshoot to be only casino to offer virtual reality game in Club space. Eventually will add two player capacity. Free comedy nights every Wednesday night.

Suggestions offered by Jen included focusing on ski & stay packages with showing lift tickets for hotel discount, possible cocoa amenity for staying overnight.

- It was asked that if the hotels could provide zip codes of their guests to better identify and focus regional markets to buy in.

ORDER OF BUSINESS

- V. Approve September 8, 2016 Meeting Minutes
Tabled to the next meeting as they have not been completed yet.
- VI. Update on 2016 Grant Activity
 - July 10 – Nostalgia Drag Race -Paid, \$4,000
 - July 17 – Diesel Drags – Paid, \$4,000
 - Aug 6&7 – 3on3 – In process, \$4,500
 - September 9 – Auburn Art Walk – Need more details, \$1,400
 - September 11 – Mexican Independence Day – Paid, \$4,000
 - September 24 & 25 – Tough Mudder – Paid, \$8,500
 - Remaining Events for Recipients:
 - October 14 & 15 - Geocaching \$3,500
 - November 5 - Veteran's Day Band Competition, \$6,500
 - The preliminary report generated by Tough Mudder – Seattle was shared with everyone present in regards to the demographics of their participants as well as the documented tracking of how many stayed overnight, if it was their first visit to South King County, and the likelihood of their returning for next year's event, as well as the likelihood they would recommend to friends/family to visit the area. The Tough Mudder group will release the second portion of their study pertaining to the attendee's hotel visits and habits and this information will be shared with members when it becomes available, approximately early November.
- VII. New Business – At the end of each meeting here on out, members are invited to share pertinent information about their venue with each other.

Gosanko Chocolates will open in a new site across from City Hall, complete with a walk up window. It will offer soup and salad options in addition to beverages and chocolates. The anticipated opening time is 2-3 weeks from now.

Within the next few meetings, the LTAC will need to decide how to award grants with less funding for the 2017-18 period, as well as commence the call for applications as 2016 grant applicants submitted applications in December and presented in January.

- X. Adjournment – Satpal makes motion to adjourn. Julie seconds the motion. Motion passes unanimously.

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