

**Auburn Tourism Board
Special Meeting
October 9, 2017 – 10:00 AM
Auburn City Hall Council Chambers
MEETING NOTES**

I. CALL TO ORDER & ROLL CALL

A. Roll Call

Meeting was called to order at 10:08 a.m.

Board Members present: Chair Rebecca Frisch and Board Members Kacie Bray, Tonia Jones, Julie Krueger, Ashley Mohoric, Ting Phonsanam, Ronnie Roberts, Jim Wilson.

Excused absence: Vice Chair Rachael McAlister and Board Member Reggie Matto.

Staff Present: Lorraine Chachere, Tourism Coordinator; Doug Lein, Economic Development Manager; Holly Ferry, Board Secretary

II. SMARTHOUSE CREATIVE

Members gave feedback on the interview with Smarthouse Creative. The Board appreciated their willingness to work with non-profits and small budgets, and they have video editing skills. The Board discussed Smarthouse's idea for providing small gift bags that would be left in hotel guests rooms, which partners around the city would take turns contributing to, as well as a campaign to find gold nuggets around Auburn, and the use of membership cards. Coordinator Chachere provided their report on the cost breakdown for a 12-month campaign. She also recommended that, regardless of which company the Board chooses, it is critical that a lot of importance be placed on the ad search and word buy campaign so that our website can be easily found. Members thought it was important to use a company from the Pacific Northwest.

Coordinator Chachere and Manager Lein talked to the Board about the budget. Coordinator Chachere informed the Board that because a Budget Amendment will be submitted within the next month, the amount of expenditures from 2016 commitments should free up funds that originally had been allocated for Marketing. It appears as if we are currently over budget; however, the Budget Amendment request, if granted, should rectify the financials. Coordinator Chachere indicated

that the Board will need to specify how funds will be spent in 2017, as part of the request.

Board Member Krueger motioned and Member Bray second to reissue the RFP and repost it within one week's time and to have all bids deliverable by the end of the month.

MOTION CARRIED UNANIMOUSLY. 7-0

III. PROPOSALS RECEIVED FOR TOURISM MAP

Since the Board had decided on a tear-off map at the September 21 meeting, Coordinator Chachere went back to the companies who had submitted proposals and asked them to send a revised proposal with a cost breakdown to fit that need. She provided copies of the proposals that she received from four companies to the Board: DEI Creative, Design Maps, Sun Press (a local company) and Alpha Graphics. The idea of having the hotel front desk people fill out a survey that would give input as to what people are looking for was discussed. These things could be included on the map, and the map would always be evolving to stay relevant. It would not be to scale, but it would show quickly, easily and visually that they don't need to leave Auburn to find what they are looking for.

It was discussed that Board Members should send their favorite tourism maps as examples to Coordinator Chachere by Wednesday to provide examples as a guide of a potential Auburn tourism map.

The Board decided to have the Graphic Design department students at Green River College compete in designing a map, with a Board-funded \$500 prize awarded to the winner. Coordinator Chachere will talk with Andy Orr, the IT Program Manager at GRC. Along with Coordinator Chachere, Member Bray volunteered to be part of the conversation with the professor of the graphics class.

Chair Frisch asked that the hotels represented give feedback to Coordinator Chachere about destinations in Auburn that are usually requested so that they may be included on the map. The map would be completed this year.

IV. MEDIA BUY PARTNERSHIP

A. Tourism, BIA, Economic Development

Coordinator Chachere reported that she asked the theater's ad agency if the Board could get a discount for cinema advertising, and they came back with an offer of nearly a 30% discount to run the 60-second video from mid-October through mid-January. There was a concern that there would be no way to track the return on investment. After discussing, it was decided that the money would

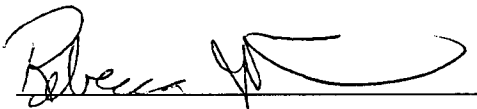
be better spent on a digital campaign on multiple platforms. The digital campaign could start right away. The videos could be marketed to specific demographics, and the return on investment could be easily tracked. Manager Lein and Coordinator Chachere will present the digital marketing partnership proposal to the BIA.

Board Member Krueger motioned and Member Wilson second to spend \$2,500 on a digital platform with the BIA and Economic Development each contributing \$2,500 for a broader campaign digitally so we can target specific populations with different ads in the 4th quarter, but Tourism should spend its own \$2,500 on a digital platform, no matter what.

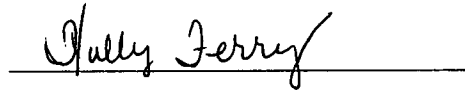
MOTION CARRIED UNANIMOUSLY. 7-0

V. ADJOURNMENT

There being no further business to come before the Board, the special meeting adjourned at 12:06 p.m.

A handwritten signature in dark ink, appearing to read 'Rebecca Frisch', written over a horizontal line.

REBECCA FRISCH, CHAIR

A handwritten signature in dark ink, appearing to read 'Holly Ferry', written over a horizontal line.

HOLLY FERRY, BOARD SECRETARY