



**Lodging Tax Advisory Committee
Monday , October 5, 2015**

1:30 p.m.

Mayor's Conference Room 2nd Floor

Board: Mayor Backus, Ronnie Roberts, Bob Fraser, Khara Nixon, Tonia Jones (New GM Peppertree) Chantelle Herburger, Julie Krueger, Satpal Sohal, David Kwok

Staff: Dana Hinman & Debbie Luce

Welcome: Mayor Backus called the LTAC meeting to order at 1:30 PM.

Approval of June 4, 2015 Minutes:

Chantelle Herburger made a motion to approve the June 4, 2015 Minutes. Julie Krueger seconded. The motion passed.

Approval of Financial:

Debbie Luce reported that the financials were pretty self-explanatory. Grant funds did not show up in this month's reporting. September financials should show three grant payments. She also pointed to the comparison chart showing the great occupancy numbers in 2015. Khara Nixon made a motion to except the August 2015 Financial Report. Julie Krueger seconded. The motion passed.

Discussion Items:

Lodging Tax Grants:

Debbie Luce reported that in the first round of Lodging Tax Grants we funded \$21,750.00. Leaving \$14,250.00 remaining for the second round of Grants for 2015. Grant Time Line:

1st Week October – Application Advertised

2nd Week October 16, 2015 Deadline for Applications

3rd Week October Review and Vote

November 2, 2015 Council Approval 1st Week October Applications

Advertising:

- The Auburn Magazine is sent to every resident in Auburn. A tourism article will be in each magazine.
- Doing Business in Auburn magazine will have three pages devoted to tourism.
- Visit Seattle has three publications we can advertise in, Meeting Planners' Guide, Visitor Guide and Travel Planners' Guide. Chantelle Herburger suggested that we advertise in all three publications. After discussing Julie Krueger made a motion to approve bringing down \$20,000.00 in a budget amendment to advertise in all three publications. Satpal Sohal seconded the motion passed.

- Debbie Luce and Dana Hinman discussed making a Holiday Video. Julie Krueger suggested that we add another \$5,000.00 to the budget amendment for the video.
 - Julie Krueger made a motion to approve \$5,000.00 in a budget amendment to make a Holiday Video. Bob Fraser seconded and the motion passed.

RFP for 2017 & 2018

- Debbie Luce reported that we have a RFP from the National Community Development Association for 2017 & 2018. She will ask Doug Lein for help filling out the proposal.
- Debbie Luce reported that the RFQ's for Marketing Firms deadline was October 16, 2015.

Next Meeting: The next LTAC meeting will be on October 20, 2015 at 4:00 p.m. to see presentations and approve or not approve the last 2015 Lodging Tax Grants.