

**Auburn Tourism Board Meeting
SEPTEMBER 20, 2018 – 10:00 AM
Auburn City Hall, COUNCIL
CHAMBERS MINUTES**

I. CALL TO ORDER

The meeting was called to order at 10:01am by Chairwoman Frisch.

Board Members present: Chairwoman Rebecca Frisch; Board Members Ronnie Roberts; Malia Dale; Karrie Schofield; Rachael Mc Alister; Julie Krueger; Lara Mae Chollette.

Staff Present: Lorraine Chachere, Tourism Coordinator; Tanya Carter, Economic Development Coordinator; Steve Gross, City Attorney.

II. APPROVE AUGUST MEETING MINUTES

Vice Chair Schofield motioned to approve the August meeting minutes. Board Member Mc Alister seconded the motion.

MOTION PASSES UNANIMOUSLY 7-0.

III. OLD BUSINESS

1) Tourism Updates

▪ **Membership Updates**

New Board Member Chollette was welcomed to the Board.

▪ **Elect New Vice Chair**

With Board Member Mohoric's vacancy, a new Vice Chair is needed. Board Member Roberts nominated Board Member Schofield for the role of Vice Chair. Board Member Dale seconded the motion.

MOTION PASSES UNANIMOUSLY 7-0.

▪ **Auburn Adventure Film Festival**

Film Festival Director Etheredge introduced himself and offered a vision of the festival that is different from other film festivals by providing packages with activities to match blocks of programming. Hotels were asked if film festival packages would be a possibility to keep track of overnight guests and to lure filmgoers over 50 miles away. It is hoped that local businesses, especially those in Downtown, will participate in themed activities to highlight the film festival.

▪ **Budget Update**

The financials through July 2018 were presented. The August financials were provided that morning by Finance and will be presented at the next meeting.

▪ **Tourism Marketing Campaign Update** – A Q4 2018 and Q1 2019 ad campaign along the I-5 corridor is set to launch approximately the 5th of October that highlights winter activities.

▪ **Review of August STR Hotel Performance Report** – The inventory has increased in South Seattle thus impacting room rates at Auburn hotels to secure bookings. Overall in the Seattle DMA, hotel bookings are lower this year than last. The Holiday Inn Express is now slated to open in January 2019.

2) **Auburn Tourism Summit** – Camila Clark, Sr. Director Corporate Communications for Brand USA has been confirmed as guest speaker. Brand USA is based in D. C. and is the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

It was suggested that the name of the event be changed from 'Summit' to Open House with all Board Members present in agreement.

IV. **NEW BUSINESS**

- **City Council Presentation** – An annual tradition of making a report to City Council has been scheduled for Monday, October 8th at 5:30pm. Request for assistance and delivery of presentation was made.

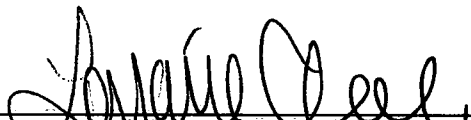
V. **NEXT MEETING**

Next ATB Meeting: **Thursday, October 18th at 10AM in Council Chambers.**

VI. **ADJOURNMENT**

There being no more business to discuss, the meeting was adjourned at 11:32AM.


KARRIE SCHOFIELD, VICE CHAIR


LORRAINE CHACHERE, TOURISM COORDINATOR