

Tourism Board Meeting Minutes for September 19th, 2024, 10-11am

Location: 1 E Main Street, City Annex Building Conference Room 2

Meeting started at 10:00.

Ronnie Roberts called to order.

Roll call:

In attendance: Ronnie Roberts, Kacie Bray, Rachel McAlister, Julie Krueger, Kurt Schwan, Wes Petree, Phil Hernandez

Absent: Malia Dale, Leanne Looney, Maria Chayres, Megan Sullivan

Additional Attendees: Jason Krum, Paul Bryne, Ellie Chowen, Emerson Folker, & Jenn Francis

Review Agenda

- No written comment for public participation

Approval of June Minutes

Motioned by Rachel McAlister, seconded Phil Hernandez and passed unanimously.

Board update

- Welcome Kurt with PZ Sports Facility.
- Megan from Laquinta had to resign due to workload.

City update

Tourism Board Changes

- Paul introduction, and reviewed that LTAC funds chamber, chamber distributes public funds and must follow OPMA guidelines. Ronnie requests clarification on how meetings must be held. Paul informed Ronnie of OPMA law. Kacie and Ronnie requested clarification of process of setting up meetings.

Economic Development/Community Development

- Jenn spoke on demolition of theater. Comp plan hearing is scheduled for council in October. Open house is available for all to attend on oct. 15th. Consultant working with city regarding marketing (GSA – Golden Shovel Association). Civics academy is being held once a week as part of an application process. Ec dev to present oct 24th at civics academy. Mandos to relocate to DUC. Mandos to work on building 2nd course and try to invite PDGA tour.

Financials

- Jenn reviewed financials.
- Ronnie asked clarifying questions, current balance.
- Kacie asked if dollars came out for what LTAC approved, Jenn answered that it came out in August.
- Julie asked about revenue generated from a film festival that we no longer run. Jenn will ask Chad regarding this revenue.

Marketing

- Airport days in July recap by Kacie– lots of locals, collected 56 emails, saw 250 people. Jenn added we gave tickets to Emerald Downs to patrons. Kacie expressed that they shared those Emerald Downs is very family friendly.
- NHRA Recap and Fanfest Recap – expansion from last year included night racing. Record turn outs for both events. Kacie stated over 1000 swag items were given out. Collected 262 email addresses. Hotels were sold out. Ronnie stated that their blue angel's event was a success.
- Festival of trees – Kacie stated they will again support this event as it was a success this year. 304 click throughs on one tree. Kacie encouraged businesses to participate in this event as well. Explore auburn will support. Theme is Once Upon a Time.

Veterans day – Grant

- Kacie reviewed grant to the board. Spoke on past years Veterans Day Parade.
- Ronnie asked Julie is they were working on stepping up the part of promoting that this is one of the largest parades of its kind in our area. Julie doesn't know if she can prove that fact in order to publish and promote that statement. Ronnie wants banners to be nicer and step up inside marketing.

Motion to approve funding by Ronnie. Kacie Second. No questions. No oppose, Jule abstained.

Kacie offered “clings” to other businesses who want to show that they support veterans.

Kacie received grant application that needs clarification regarding a 2025 event that she cannot discuss funding due to that there is no 2025 contract in place. Raised a question regarding any applications for 2025. Jenn will get back to Kacie regarding this question.

Outlook Needs – NA

Hotel Operations – NA

Emerald Downs seasons closed, attendance up 15%

Fieldhouse USA booked through August 2025 – website has events calendar for all to view. Kacie asked Kurt if any support is wanted/needed. Kurt offered flyers, posted that could be hung. Also mentioned we can promote outside businesses/events happening during tournament times. USA Dodgeball coming, table tennis events coming, as well as martial arts events.

Green River – first day of school is next Monday. Housing is full (340 rooms). Spoke on Leadership changes, nothing specific to note. Added 3 new directors.

Hops N Crops – Impacted by weather. Competed against Apple Cup – saw 500 people. Funds for event help field trip program.

Meeting adjourned called by Ronnie at 11:00.