



**Auburn Tourism Board Meeting**  
**Thursday, September 19 2019**  
**10:00 -11:30AM**  
**COUNCIL CHAMBERS**  
**AGENDA**

- I. **CALL TO ORDER**  
Roll Call
- II. **APPROVE August 15<sup>th</sup> MEETING MINUTES**
- III. **GUEST ATTENDEE**  
Reschedule - Steve Gross, City Attorney on Tourism Ordinance **will attend in October**
- IV. **OLD/ONGOING BUSINESS**
  - 1) **Tourism Updates (Hotels, Membership...)**
    - i. 3 on 3 Tournament summary (TOC)
    - ii. Fieldhouse Update - TOC (opening, build out, communications...)
    - iii. Tourism Coordinator update
    - iv. Hotel Visit summary
    - v. Seattle Sports Commission update
    - vi. August Financials
  - 2) **2019 Marketing Plan Monthly Update**
- V. **NEW BUSINESS**
  - 1) Rules & Procedures Update Discussion
  - 2) 2020 Strategic Plan discussion & comparable city analysis
- VI. **NEXT MEETING**
  - Next ATB Meeting:  
Thursday, October 17<sup>th</sup> 10AM in Council Chambers
- VII. **AROUND THE TABLE**
  - 1) **ATB Member initiatives & results**
  - 2) **Partnerships between Tourism Businesses in Auburn**
- VIII. **ADJOURNMENT**



**Auburn Tourism Board Meeting**  
**Thursday, August 15 2019**  
**Council Chambers**  
**MINUTES**

**I. CALL TO ORDER**

- a. *The meeting was called to order at 10:03 am by Chairman Roberts.*
- b. *Board Members present: Chair Ron Roberts; Vice Chair Rachael McAlister; Malia Dale, Kacie Bray.*
- c. *Board Members Excused Absence: Edgar Vidal; Julie Kruger; Lacey Katz*
- d. *Staff Present: Tanya Carter, Economic Development Officer.*

**II. APPROVE July 18<sup>th</sup> MEETING MINUTES**

- I. *Vice Chair McAllister motioned to approve the July meeting minutes. Board Member Dale McAlister seconded the motion. Motion passed 4-0.*

**III. GUEST ATTENDEE**

- a. *Diane Witt, Holiday Inn, potential tourism board candidate, explained that the hotel is part of an international chain, IHG, has 120 rooms and plans to open in September. There will be a ribbon cutting on September 19 which will include 3 No Networking after. Chairman Roberts also shared how the Tourism Board is funded & what the purpose is.*
  - i. *There was a general conversation about the additional hotels planned to be built & their effects on the hotel market in Auburn*

**IV. OLD/ONGOING BUSINESS**

- a. **Tourism Updates (Hotels, Membership...)**
  - i. *Chairman Roberts recapped that the tourism coordinator has left and that Officer Carter will fill in in the interim*
  - ii. *Officer Carter updated the board on the fact that some items may not happen due to tight staff capacity in the interim of finding a new tourism coordinator.*
  - iii. *The discussion ensued and Vice Chair McAlister made a motion for both tabling & the Football Promotions also be removed from the calendar. Officer Bray seconded the motion.*
  - iv. *Officer Bray also suggested that tourism collateral be available at events if desired. Officer Carter suggested making a list of what is desired.*
- b. **2019 Tourism Marketing Initiatives**
  - i. **Seattle Sports Commission (membership)**
    - 1. *Officer Carter suggested silver level membership for \$3000. She commented that it would be reviewed with Officer Lein assuming*

*the Board was ok to move ahead. The Board agreed it was a good investment. Officer Bray motioned to join. Vice Chair seconded the motion*

- ii. Emerald Downs Partnership Update
  - 1. Officer Carter has a meeting set with Edgar for gathering more information and will provide at next meeting.
- iii. Auburn Adventure Film Festival Update
  - 1. *Officer Carter detailed the progress on finding a new Director. She also indicated the contract was adjusted to account for new timetables & deliverables. Manager Lean has spoken to SIFF and SFF & has some prospects for Director. The Board expressed concerns about timing for the acquisition of sponsorships & executing the festival & expressed planning should have been begun the day after 2019 festival.*
- iv. Coast into Summer Promotion
  - 1. *Officer Carter presented the reprint of the coasters & indicated the recipients from last time would receive new batches & continue to be replenished as needed till supplies (13,500 coasters) run out. The Board requested to refresh the images if there is a reprint.*
- v. July Financial Report
  - 1. *Officer Carter commented that the financials weren't available before the meeting & would be updated at the next meeting*
- vi. Q4 Football Fan Promotion
  - 1. *Officer Carter confirmed the promotion will be tabled*
- vii. 2019 Tourism Summit
  - 1. *Tuesday, October 29, 2019 12:30PM – 4PM*
  - 2. *Officer Carter updated on the panel of speakers & their confirmations of participation. Officer Carter requested the Board ask/engage businesses to attend. Officer Bray suggested considering tourism venues for the event. The Golf Course, Masonic temple, Ave theatre, Hotels, Emerald Downs & The Museum were suggested & Officer Carter committed to checking pricing/availability.*

**V. NEW BUSINESS**

- a. Tourism Coordinator Position
  - i. *Officer Carter reiterated she is the interim until the new coordinator is hired.*
- b. December Meeting
  - i. *Motion made to not have meeting in December. Officer Bray made the motion & Officer McAlister seconded.*

**VI. NEXT MEETING**

- a. Next ATB Meeting: Thursday, September 19 at 10AM in Council Chambers

**VII. AROUND THE TABLE**

- VIII. ADJOURNMENT – Chair Roberts adjourned the meeting at 11:15am**

Tourism Projects & Initiatives					
				Updated 9/12/19	
Project	Deadline	Liaison Contact Details	Where Left Off	Next Steps	Follow Up
ATB	Ongoing	Tourism	All 2019 invites were sent. No December Meeting. Steve Gross coming October. Either Clarion or Best Western will apply for 10th seat on board. Rules & Procedures amendment proposal adding public comment.		
Certified Distribution Inquiry	Ongoing			Kacie provided info on this program & Tanya contacted sales rep. We have rates & this would be a good regional strategy based on reach & cost	
LTAC	Ongoing	Tourism	Lorraine to send an email update	Next Meeting November ; Monthly Communications	10/1/2019
Seasonal Poster	Quarterly	Creative Committee	Reprint of Summer and Distribution; Picked up by IPS to distribute 7/30	By October 15 develop new Winter poster	10/15/2019
Seattle Sports Commission	Pending	Ronnie Roberts, Chair of ATB; Rachael McAlister, Vice Chair of ATB; ron@gosankochocolate.com; r@auburnwa.gov	Auburn is on the commission & Doug is representing		11/1/2019
Emerald Downs Marketing Collaboration	June - December	Edgar Vidal Edgar Jason Vidal   Emerald Downs Racetrack & Casino Director of Sales and Marketing Direct: 253.288.7704   Cell: 425.247.4900 EdgarV@emeralddowns.com	Already Paid in Full \$5,000; Monthly monitoring of fulfillment of Marketing Collaboration agreement.	Edgar will present progress at the meeting on 9/19	
Coast into Summer Promotion	July - September	Tourism		Continue delivering coasters as venues run out Total 13,500: Horses - 2500, Breweries - 3500, Chocolate - 2500, Golf - 2500, Concert - 2500 Total 13,500	10/15/2019
Concierge Directories	Quarterly	Tourism	Lorraine to update all existing ones and to provide a hotel version to HI Express	Next Update in November 2019	11/15/2019
2019 Tourism Summit	29-Oct-19	Clarissa - ACEC; Mike Moe - WT; Brittany, Kacie, Kristi	Per Doug - rescheduling until January when we can present promotional plan for 2020	<b>Need to find new possible venue: Emerald Downs, Museum, Theatre....</b> Request for regional players to attend: sound transit, WTA...Have SCC present & not Fieldhouse per ATB Create marketing collateral; get ADA, BIA, AACC; GRC support and business attendance; order lunch from ASD Culinary program; send reminder/reach out email to panelists by October 1st	10/1/2019
2020 AAFF	21-Feb-19	Tourism	Ad in Autumn edition Showcase magazine secured. Lorraine provided rundown on 7/31.	<b>Hiring festival director</b> Coordinate with ADA for marketing, volunteer and concession management.	2/21/2020
Q4 POS Spotlight Grant Application	Pending Selection	Gail Mueller; POS Tourism Project Specialist; 206.787.3377 Mueller.G@portseattle.org		Ad being created by MM, will be presented in Oct ATB meeting to board (2 concepts). Its Due Dec 1 to Devil Dog; Submitting it to Devil Dog Installation (port vendor) for installment - Art must be Approved by the Port - Send in PDF to Rebecca/devil dog - Rebecca prints and installs - They finish and send photos and invoice - Total cost for print & install is \$366	10/1/2019
Social Media: Facebook & Instagram	Ongoing	Tourism		Alicia built editorial calendar with oversight on content by Kalyn - to post thru EOY. Its not complete - need to synch with Kalyn on status.	9/20/2019

Tourism Projects & Initiatives						
				Updated 9/12/19		
Project	Deadline	Liaison Contact Details	Where Left Off	Next Steps	Follow Up	
Explore Auburn website	Ongoing	Tourism	Per Lorraine - All calendar events populated through end of year, and summer itineraries.	Confirm MICE page status w/ Cevado, pay invoice, Get Cevado to update images on front page, ;Can Bridget update and maintain webpage? If not can Cevado to do it?	9/15/2019	
Lodging Tax Grants	Q4 2019	Tourism	Remaining recipients to occur/be reimbursed: Korean American Sports Festival; Hops & Crops; Seattle Parrot Expo; Veteran's Day Parade	Need to review & submit Geocaching. KASF is overdue on deadline, pending further clarification of proper documentation requested; remaining events have until two weeks after the event to submit the After Event report to be able to be submitted for reimbursement.	9/15/2019	
NW Events Show	11/13/19-11/14/19		Paid \$25 fee to attend as buyer, not supplier	Not refundable. Determine attendee	11/13/2019	
Go West Trade Show	March 24 - 27, 2020	Sent Doug details in calendar invite 7/	Invitation request completed and accepted. Event is by invite only, organized by Brand USA. Ideal to attend to learn about current status of Chinese inbound travelers so as to determine further participation in the Active America summits.	Determine attendee; Have collateral created; Set appointments with travel trade prior to arrival.	3/24/2020	
Washinton Tourism Allisance	Annual		Paid prorated at beginning of year, annual billing system; ED to provide Learning Lab at Tourism Summit		12/1/2019	
Visit Seattle Membership	Annual		Free membership for municipalities; Educational and networking events resume in Fall		11/1/2019	
Travel Tacoma	Pending Approaching New ED		Previous ED did not want to work with COA	Set up meeting and see if partnership can be made. At the very least, able to put a link to Explore Auburn website on their Places to See section on their website.	11/1/2019	
Active America China	Pending Discussion		Participation in September 2019 show declined, ossibility of March 2020 participation?		2/1/2020	
<b>ON HOLD EVENTS OR CANCELLED</b>						
Q4 Football Fan Hotel Stay Promotion	Q3-Q4	Tanya - ADA - Jeremy, Geaux Brewing	Disucssed at Tourism Board Meeting	<b>CANCELLED</b> due to no hotel interest, no ATB support/desire, no Tourism Coordinantor		
Hospitality FAMS	Monthly	Tourism	Hiatus for July - August. Resume in September	<b>ON HOLD</b> Per Tourism Board & Doug until New Coordinator starts		
Summer Event Tabling	Summer 2019	Tourism	Tables secured at these events. Tamyra unable to attend. Seek volunteers.	<b>ON HOLD</b> Per Tourism Board & Doug UNTIL NEW COORDINATOR Auburn Fest - August 10 ; August 11th Auburn Int'l Farmer's Market with Community Services; Tourism Table at Seattle Parrot Expo September 28th and 29th; Order new Explore Auburn banner from Multimedia.		
Auburn Magazine	Quarterly	Kalyn	Summer edition completed	<b>ON HOLD UNTIL NEW COORDINATOR ON BOARD</b>		
Visit USA (Australia) Membership	Ongoing		Profile Completed	<b>NO ACTION NEEDED UNTIL NEW COORDINATOR HERE</b> Annual Tradeshow in Australia, membership allows for participation.		
New Teacher ASD Orientation	Pending AACC Communication	Kacie	Need 120 folders; Use Explore Auburn folders, include attratactions, resident resource guide; Pending AACC Communication for stuffing event - Needed by 8/20/19	<b>ALICIA COMPLETING MONDAY 8/19</b> No letter requested. CoA provided fortune cookies, chocolate, coasters, auburn mag, maps		

Tourism Projects & Initiatives						
				Updated 9/12/19		
Project	Deadline	Liaison Contact Details	Where Left Off	Next Steps	Follow Up	
Washington MPI Membership	Pending Discussion		Tabled until Tourism Coordinator position is filled.	ON HOLD UNTIL NEW COORDINATOR ON BOARD		
U.S. China Summit	9/18-9/19/19	Sent Doug details in calendar invite 7/22	Invitation request completed and accepted. Event is by invite only, organized by Brand USA. Ideal to attend to learn about current status of Chinese inbound travelers so as to determine further participation in the Active America summits.	Doug unable to attend		
Hopsitality Newsletters	Monthly	Tourism	On hold until new coordinator. Ask hotels if we need a refresh/revamp?	Determine if this resource to be continued. Talk to Hotels on Hotel tour w/ Ronnie		

## 2019 Hotel / Motel Fund Performance

Through July 2019

### Hotel Motel Fund Revenues

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	2019 YTD Total	2019 Total Budget	2019 YTD Budget - July	Variance to Budget
Hotel/Motel Excise Tax	8,705	8,046	8,038	9,340	10,248	9,303	11,511	65,191	150,000	68,931	(3,741)
International Film Festival Admission	1,632	669	0	0	0	0	0	2,300	0	0	2,300
Investment Income	421	389	414	390	424	410	435	2,884	3,600	2,100	784
<b>Total Fund Revenues</b>	<b>\$ 10,757</b>	<b>\$ 9,104</b>	<b>\$ 8,452</b>	<b>\$ 9,731</b>	<b>\$ 10,672</b>	<b>\$ 9,714</b>	<b>\$ 11,946</b>	<b>\$ 70,375</b>	<b>\$ 153,600</b>	<b>\$ 71,031</b>	<b>\$ (657)</b>

### Hotel Motel Fund Expenditures

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	2019 YTD Total	2019 Total Budget	2019 YTD Budget - July	Variance to Budget
Other Wages	4,453	2,283	3,218	2,888	3,520	3,073	3,740	23,173	47,500	27,708	4,535
Benefit Expenditures	1,066	584	823	738	900	776	957	5,845	8,550	4,988	(857)
Office & Operating Supplies	0	0	0	494	0	0	528	1,022	3,000	1,750	728
Services and Charges	5,641	4,273	8,254	906	100	7,792	5,875	32,841	133,050	77,613	44,771
Transfers Out	0	0	0	0	5,000	0	0	5,000	9,600	5,000	0
<b>Total Fund Expenditures</b>	<b>\$ 11,160</b>	<b>\$ 7,139</b>	<b>\$ 12,295</b>	<b>\$ 5,026</b>	<b>\$ 9,520</b>	<b>\$ 11,641</b>	<b>\$ 11,100</b>	<b>\$ 67,882</b>	<b>\$ 201,700</b>	<b>\$ 117,058</b>	<b>\$ 49,177</b>
<b>Fund Operating Income/(Loss)</b>	<b>\$ (403)</b>	<b>\$ 1,964</b>	<b>\$ (3,843)</b>	<b>\$ 4,704</b>	<b>\$ 1,152</b>	<b>\$ (1,928)</b>	<b>\$ 846</b>	<b>\$ 2,493</b>	<b>\$ (48,100)</b>		

Year: 2019

2019 Actual Beginning Fund Balance

YTD Ending Fund Balance as of July 2019

\$ 197,675

\$ 200,168

## Fund 104 - Hotel Motel Tax Fund

Through July 2019

Source : General Ledger

	2019 Budget to Actual Comparison		2019 - 2018 Comparison	
	Budget as Amended	YTD 7/31/2019	YTD 7/31/2019	YTD 7/31/2018
<b>Beginning Fund Balance</b>	\$ 197,675	\$ 197,675	\$ 197,675	\$ 200,371
<b>Revenues</b>				
Hotel/Motel Excise Tax	150,000	65,191	65,191	58,945
Auburn Film Festival Admission	-	2,300	2,300	-
Investment Income	3,600	2,884	2,884	2,026
<b>Total Revenues</b>	<b>\$ 153,600</b>	<b>\$ 70,375</b>	<b>\$ 70,375</b>	<b>\$ 60,971</b>
<b>Expenditures</b>				
Salary	47,500	23,173	23,173	26,905
Benefits	8,550	5,845	5,845	6,714
Supplies	3,000	1,022	1,022	585
Professional Services	108,250	19,300	19,300	8,483
Travel	1,200	504	504	-
Advertising	20,000	5,416	5,416	881
Miscellaneous	3,600	7,620	7,620	1,275
Transfers Out (Internal Grants)	9,600	5,000	5,000	3,500
<b>Total Expenditures</b>	<b>\$ 201,700</b>	<b>\$ 67,882</b>	<b>\$ 67,882</b>	<b>\$ 48,343</b>
<b>Ending Fund Balance</b>	<b>\$ 149,575</b>	<b>\$ 200,168</b>	<b>\$ 200,168</b>	<b>\$ 212,999</b>

### Notes:

- 1) Effective June 2019, the Beginning Fund Balance shown is the *actual* Beginning Fund Balance for the Fund as the Washington State Auditor's Office has completed their annual audit of the City's Financial books.
- 2) The 2019 Amended Budget includes budget authority through Budget Amendment #3, which was approved in July 2019.

CITY OF AUBURN

AUBURN TOURISM BOARD

RULES OF PROCEDURE

DRAFTED JUNE 2017

**AUBURN TOURISM BOARD - RULES OF PROCEDURE**

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## **CITY OF AUBURN TOURISM BOARD**

### **RULES OF PROCEDURE**

*We, the members of the City of Auburn Tourism Board, do hereby adopt, publish, and declare the following Rules of Procedure:*

#### **I. NAME:**

The official name of the City of Auburn Tourism Board shall be the “Auburn Tourism Board.” The membership and terms of office of the members of the Auburn Tourism Board shall be as provided in Chapter 2.77 of the Auburn City Code (ACC).

The board shall serve in an advisory capacity to the mayor and city council, and to the lodging tax advisory committee for the purpose of planning and promoting tourism related activities. (Ord. 6041 § 1, 2006.) The Auburn Tourism Board shall make recommendations to the lodging tax advisory committee for budget planning, and be tasked with executing the operational goals and objectives to increase tourism.

#### **II. MEMBERSHIP:**

1. The Auburn tourism board shall consist of not more than ten members appointed by the mayor and confirmed by the city council, who shall serve at the pleasure of the city council. The members shall be residents of the city or have a current licensed business in the city of Auburn.
2. Members of the Auburn tourism board are prohibited from being members of the Auburn lodging tax advisory committee. (Ord. 6041 § 1, 2006.)
3. Terms and Vacancies: Subject to the provisions of chapter 2.30 of the city code and at the pleasure of the city council, members of the Auburn tourism board shall serve for a term of three years or until appointment of a successor member, whichever is later. (Ord. 6041 § 1, 2006.)

### **III. MEETINGS:**

1. All meetings will be held at the Auburn City Hall, Auburn, Washington, unless otherwise directed by the Chair of the Auburn Tourism Board.
2. Meetings of the Auburn Tourism Board shall be conducted in conformity with the requirements of the Washington State Open Public Meetings Act, Chapter 42.30 of the Revised Code of Washington (RCW). Executive sessions can only be held in accordance with the provisions of Section 42.30.110 RCW
3. The Auburn Tourism Board shall meet monthly when there is new official business to transact, and hold additional meetings as the chairperson or a majority of the tourism board deem necessary. (Ord. 6041 § 1, 2006.)
4. Regular meetings shall be held on the third Thursday following the first Monday of each month, and shall be open to the public. The meeting shall convene at 10:00 A.M. unless otherwise directed by the Tourism Coordinator or the Chair.
5. Special meetings of the Auburn Tourism Board shall be at the call of the Chair. Special meetings of the Auburn Tourism Board may also be called by the Deputy Chair of the Tourism Board. A minimum notice of 24 hours shall be provided for special meetings in accordance with State law.
6. If quorum is not reached by the RSVPs in advance of the meeting, a meeting may be canceled at the notice of the Chair provided at least 24 hours in advance.
7. Except as modified by these rules of procedure, Robert's Rules of Order, Newly Revised, most current version, shall govern the conduct of the meetings.
8. The Auburn Tourism Board may conduct business in closed session as allowed in conformity with Section 42.30.140 RCW.
9. An agenda shall be prepared in advance of every regular and special meeting of the Auburn Tourism Board. Meeting agendas and materials on items on an agenda for a regular meeting shall be provided to members of the Auburn Tourism Board not less than five (5) days in advance of the regular meeting. Meeting agendas and materials on items on an agenda for a special meeting shall be provided to members of the Auburn Tourism Board as promptly in advance of the meeting as can reasonably be accomplished.

**IV. AGENDA:**

An agenda shall be prepared for each meeting consisting of the following order of business:

1. CALL TO ORDER  
Roll Call/Establishment of Quorum
2. Approval of Minutes
3. New Business
4. Old Business
5. Next Meeting Details
6. Adjournment
7. Additional items may be added to the agenda by the Auburn Tourism Board.  
The Chair shall have the discretion to amend the order of business.

**V. ELECTION OF OFFICERS:**

1. The officers of the Board shall consist of a Chair and a Deputy Vice Chair elected from the appointed members of the Board and such other officers as the Board may, by the majority vote, approve and appoint.
2. The election of officers shall take place once each year at the Board's first regular meeting of each calendar year. The term of office of each officer shall run until the subsequent election.
3. The vacancy of the Chair or Vice-Chair during his or her term of office shall be filled for the remaining term of office by the Mayor and confirmed by the City Council. The Chair would be replaced by the Vice-Chair of the Auburn Tourism Board.

**VI. CHAIR:**

1. The Chair shall preside over the meetings of the Board and may exercise all the powers usually incident of the office. The Chair shall be considered as a member of the Board and have the full right to have his/her own vote recorded in all deliberations of the Board. Unless stated otherwise by abstention or nay, the Chair's vote shall be considered to be affirmative for the motion.
2. The Chair shall have power to create temporary committees of one or more members. Standing committees of the Board shall be created at the direction of the Board and appointed by the Chair. Standing or temporary committees may be charged with such duties, examinations, investigations and inquiries relative to one or more subjects of interest to the Board. No standing or temporary committee shall have the power to commit the Board to the endorsement of any plan or program without the approval at the regular or special meeting of the Board.

3. The Deputy Vice Chair shall in the absence of the Chair, perform all the duties incumbent upon the Chair.
4. In the event of the absence of the Chair and Vice Chair, the senior member of the Board present shall act as Chair for that meeting or may delegate the responsibility to another member.

**VII. SECRETARY:**

A member of City staff shall act as the Secretary for the Auburn Tourism Board and shall keep a record of all meetings of the Board and its committees. These records shall be retained at the City Clerk's Office.

All public hearings shall be electronically recorded verbatim and a summary of the discussion and actions will be recorded as Meeting Minutes.

**VIII. QUORUM:**

A simple majority of the appointed members shall constitute a quorum for the transaction of business. A simple majority vote of the quorum present shall be sufficient to take action on the matters before the Board; provided that if at any time during the meeting, a quorum is no longer present, the meeting may only continue for the time and duration necessary to fix a time for adjournment, adjourn, recess or take measures to obtain a quorum.

**IX. ABSENCE OF MEMBERS:**

In the event of a member being absent for two (2) consecutive regular meetings, or being absent from 25% of the regular meetings during any calendar year, without being excused by the Chair, the Chair may request that the Mayor ask for his or her resignation. To be excused, members must inform the Auburn Tourism Board's secretary or the Tourism Coordinator in advance of the meeting date if they cannot attend a scheduled meeting.

**X. VOTING:**

- A. Any member, including the Chair, not voting or not voting in an audible voice shall be recorded as voting in favor of the motion.
- B. The Chair, Secretary, or upon request from a Board member, may take a roll call vote.
- C. It is the responsibility of each member of the Auburn Tourism Board to vote when requested on a matter before the full Board. However, a member may abstain from discussion and voting on a question because of a stated conflict of interest or appearance of fairness.
- D. If any member of the Auburn Tourism Board wishes to abstain, from a vote on the motion, that member shall so advise the Chair and, if there is no objection to the abstention, shall remove and absent himself/herself from the deliberations and considerations of the motion, and shall have no further participation in the matter. Such advice shall be given prior to any discussion or participation on the subject matter or as soon thereafter as the member perceives a need to abstain, provided that, prior to the time that a member gives advice of an intent to abstain from an issue, the member shall confer with the City Attorney to determine if the basis for the member's intended abstention conforms to the requirements hereof. If the intended abstention can be anticipated in advance, the conference with the City Attorney should occur prior to the meeting at which the subject matter would be coming before the Auburn Tourism Board. If that cannot be done, the member should advise the Chair that he/she has an "abstention question" that he/she would want to review with the City Attorney, in which case, a brief recess would be afforded the member for that purpose before proceeding further.
- E. If a tie vote exists, after recording the Chair's vote, the motion fails. However, a motion for denial that fails on a tie vote shall not be considered an approval.

**XI. CONFLICT OF INTEREST:**

- A. Any member of the Board who in his or her opinion has an interest in any matter before the Board that would tend to prejudice his or her actions shall publicly indicate, step down and leave the meeting room until the matter is disposed. A member need only be excused from legislative or organizational action if the potential conflict of interest is direct and substantial.
- (1) No member of the Auburn Tourism Board may use his or her position to secure special privileges or exemptions for himself, herself, or others.
  - (2) No member of the Auburn Tourism Board may, directly or indirectly, give or receive or agree to receive any compensation, gift, reward, or gratuity from a source except the employing municipality, for a matter connected with or related to the officer's services as such an officer unless otherwise provided for by law.
  - (3) No member of the Auburn Tourism Board may accept employment or engage in business or professional activity that the officer might reasonably expect would require or induce him or her by reason of his or her official position to disclose confidential information acquired by reason of his or her official position.
  - (4) No member of the Auburn Tourism Board may disclose confidential information gained by reason of the officer's position, nor may the officer otherwise use such information for his or her personal gain or benefit(5) No member of the Auburn Tourism Board may take any action that is prohibited by Chapter 42.23 RCW or any other statutes identifying conflicts of interest.

**XII. AMENDMENT:**

The Rules of Procedure may be amended at any regular meeting of the Board by a majority vote of the entire membership. The proposed amendment should be presented in writing at a preceding regular meeting.

ATB – Rules of Procedure

CITY OF AUBURN

AUBURN TOURISM BOARD

RULES OF PROCEDURE

DRAFTED JUNE 2017  
AMENDED SEPTEMBER 2019

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The official name of the City of Auburn Tourism Board shall be the “Auburn Tourism Board.” (~~Auburn Tourism~~ Board.) The membership and terms of office of the members of the ~~Auburn Tourism~~ Board shall be as provided in Chapter 2.77 of the Auburn City Code (ACC).

The board shall serve in an advisory capacity to the mayor and city council, and to the lodging tax advisory committee for the purpose of planning and promoting tourism related activities. (Ord. 6041 § 1, 2006.) The Auburn Tourism Board shall make recommendations to the lodging tax advisory committee for budget planning, and be tasked with executing the operational goals and objectives to increase tourism.

#### II. MEMBERSHIP:

1. The ~~Auburn tourism board~~ Board shall consist of not more than ten members appointed by the mayor and confirmed by the city council, ~~who shall serve at the pleasure of the city council.~~ The members shall be residents of the city or have a current licensed business in the city of Auburn, and shall be representatives of entities that are either related to the tourism industry, or that provide goods or services to tourists or tourist-related businesses..

2. Members of the ~~Auburn tourism b~~Board are prohibited from being members of the Auburn lodging tax advisory committee. (Ord. 6041 § 1, 2006.)

3. Terms and Vacancies: Subject to the provisions of chapter 2.30 of the city code and at the pleasure of the city council, members of the ~~Auburn tourism b~~Board shall serve for a term of three years or until appointment of a successor member, whichever is later. (Ord. 6041 § 1, 2006.)

### III. MEETINGS:

1. All meetings will be held at the Auburn City Hall, Auburn, Washington, unless otherwise directed by the Chair of the ~~Auburn Tourism~~ Board.
2. Meetings ~~of the Auburn Tourism Board~~ shall be conducted in conformity with the requirements of the Washington State Open Public Meetings Act, Chapter 42.30 of the Revised Code of Washington (RCW). Executive sessions can only be held in accordance with the provisions of Section 42.30.110 RCW
3. The ~~Auburn Tourism~~ Board shall meet monthly when there is new official business to transact, and hold additional meetings as the ~~eChairperson~~ or a majority of the tourism board deem necessary. (Ord. 6041 § 1, 2006.)
4. Regular meetings shall be held on the third Thursday following the first Monday of each month, ~~and shall be open to the public~~. The meeting shall convene at 10:00 A.M. unless otherwise directed by the Tourism Coordinator or the Chair.
5. Special meetings of the ~~Auburn Tourism~~ Board shall be at the call of the Chair. ~~Special meetings of the Auburn Tourism Board may also be called by or~~ the Vice Chair ~~of the Tourism Board in the Chair's absence~~. A minimum notice of 24 hours shall be provided for special meetings in accordance with State law.
6. If quorum is not reached by the RSVPs in advance of the meeting, a meeting may be canceled at the notice of the Chair provided at least 24 hours in advance.
7. Except as modified by these rules of procedure, Robert's Rules of Order, Newly Revised, most current version, shall govern the conduct of the meetings.
8. The ~~Auburn Tourism~~ Board may conduct business in closed or executive session as allowed in conformity with Section 42.30.140 RCW.
9. ~~Staff will prepare A~~an agenda ~~shall be prepared in advance of before~~ every ~~regular and special meeting of the Auburn Tourism Board~~. Meeting agendas and materials on items on an agenda for a regular meeting shall be provided to members of the Auburn Tourism Board not less than five (5) days ~~in advance of before~~ the regular meeting. Meeting agendas and materials on items on an agenda for a special meeting shall be provided to members of the ~~Auburn Tourism~~ Board as promptly in advance of the meeting as can reasonably be accomplished.
- 9.10. Public Comment. The Chair may allow public comment on any agenda item. Comments should be taken after Board discussion, but before any vote. Commenters shall provide their name and address for the record, shall limit their comments to the

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ATB – Rules of Procedure

agenda item being discussed, and shall limit their comments to three minutes unless that time is extended by the Chair with the consent of the Board.

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**IV. AGENDA:**

An agenda shall be prepared for each meeting consisting of the following order of business:

1. CALL TO ORDER  
Roll Call/Establishment of Quorum
2. Approval of Minutes
3. New Business
4. Old Business
5. Next Meeting Details
6. Adjournment
7. Additional items may be added to the agenda by the ~~Auburn Tourism~~ Board. The Chair shall have the discretion to amend the order of business.

**V. ELECTION OF OFFICERS:**

1. The officers of the Board shall consist of a Chair and a Vice Chair elected from the appointed members of the Board. ~~The and such other officers as the~~ Board may ~~appoint other officers~~, by ~~the~~ majority vote, ~~approve and appoint~~.
2. The election of officers shall take place once each year at the Board's first regular meeting of each calendar year. The term of office of each officer shall run until the subsequent election. (Option: until a replacement is selected)
3. ~~The vacancy of the Chair or Vice-Chair during his or her term of office shall be filled for the remaining term of office by the Mayor and confirmed by the City Council. If the The Chair is Vacant, would be replaced by the Vice-Chair of the Auburn Tourism Board will become the Chair and the Board will elect a new Vice-Chair.~~

**VI. CHAIR:**

1. The Chair shall preside over the meetings of the Board and may exercise all the powers usually incident of the office. The Chair shall be considered as a member of the Board and have the full right to have ~~his/her~~their own vote recorded in all deliberations of the Board. ~~Unless stated otherwise by abstention or nay, the Chair's vote shall be considered to be affirmative for the motion.~~
2. The Chair shall have power to create temporary committees of one or more members. Standing committees of the Board shall be created at the direction of the Board and appointed by the Chair. Standing or temporary committees may be charged with ~~such those~~ duties, examinations, investigations and inquiries relative to one or more subjects of interest to the Board. No standing or temporary committee shall have the power to commit the Board to the endorsement of any plan or program without the approval ~~at the regular or special meeting~~ of the full Board.

3. The Vice Chair shall in the absence of the Chair, perform all the duties incumbent upon the Chair.
4. ~~In the event of the absence of both~~ the Chair and Vice Chair ~~are absent~~, the ~~senior longest-serving~~ member of the Board present shall act as Chair for that meeting or may ~~call for a vote of the Board to appoint a presiding officer for that meeting~~ ~~delegate the responsibility to another member~~.

#### VII. SECRETARY:

A member of City staff shall act as the Secretary for the ~~Auburn Tourism~~ Board and shall keep a record of all meetings of the Board and its committees. These records shall be retained at the City Clerk's Office.

All public hearings shall be electronically recorded verbatim and a summary of the discussion and actions will be recorded as Meeting Minutes.

#### VIII. QUORUM:

A simple majority of the appointed members shall constitute a quorum for the transaction of business. A simple majority vote of the quorum present shall be sufficient to take action on the matters before the Board; provided that if at any time during the meeting, a quorum is no longer present, the meeting may only continue for the time and duration necessary to fix a time for adjournment, adjourn, recess or take measures to obtain a quorum.

#### IX. ABSENCE OF MEMBERS:

~~In the event of~~ a member ~~being is~~ absent for two (2) consecutive regular meetings, or ~~being is~~ absent from 25% of the regular meetings during any calendar year; without being excused by the Chair, the Chair may request that the Mayor ask for ~~his or her that~~ ~~member's~~ resignation. To be excused, members must inform the Auburn Tourism Board's secretary or the Tourism Coordinator in advance of the meeting date if they cannot attend a scheduled meeting.

**X. VOTING:**

- A. Any member, including the Chair, not voting or not voting in an audible voice shall be recorded as voting ~~not in favor of~~against the motion. Motions shall be made in the affirmative, i.e., “move to approve...” instead of “move to deny.”
- B. The Chair, Secretary, or upon request from a Board member, may take a roll call vote.
- C. It is the responsibility of each member of the Auburn Tourism Board to vote when requested on a matter before the full Board. However, a member may abstain from discussion and voting on a question because of a stated conflict of interest or appearance of fairness.
- ~~D.~~ If any member of the Auburn Tourism Board wishes to abstain, from a vote on the motion, that member shall so advise the Chair and, if there is no objection to the abstention, shall remove and absent ~~himself/herself/themself~~ from the deliberations and considerations of the motion, and shall have no further participation in the matter. ~~Such advice shall be given. The member shall advise the chair of the possible conflict prior to before there is any discussion or participation vote on the subject matter or as soon thereafter as the member identifies perceives a need to abstain. , provided that, prior to the time that a member gives advice of an intent to abstain from an issue, the~~Any member shall ~~may~~ confer with the City Attorney to determine if the ~~basis for the member's intended needs to abstention conforms to the requirements hereof because of a conflict of interest. .If the intended abstention can be anticipated in advance, the conference with the City Attorney should occur prior to the meeting at which the subject matter would be coming before the Auburn Tourism Board. If that cannot be done, the member should advise the Chair that he/she has an "abstention question" that he/she would want to review with the City Attorney, in which case, a brief recess would be afforded the member for that purpose before proceeding further.~~
- ~~E.~~ If a tie vote exists, after recording the Chair's vote, the motion fails. ~~However, a motion for denial that fails on a tie vote shall not be considered an approval.~~

**XI. CONFLICT OF INTEREST:**

A. Any conflict of interest is subject to the City Ethics Code Chapter 2.92 RCW

**XII. AMENDMENT:**

The Rules of Procedure may be amended at any regular meeting of the Board by a majority vote of the entire membership. The proposed amendment ~~should~~shall be presented in writing at ~~a preceding~~least one regular meeting ~~before the change is voted on.~~

WASHINGTON  
PRIME GROUP

3 ON 3 SLICK WATTS CLASSIC

at THE OUTLET COLLECTION |

SEATTLE

August 17-18, 2019



# ACTIVATIONS

The 3 on 3 games were the true highlight of this event. We had 20 active courts with games running from 11am – 4pm. We also had vendors and other activities for the kids and families.

## MUSIC

Our DJ provided music, vendor shout outs, schedule announcements, winner announcements and play-by-play of our contests and elite games.

## GAMES/ENTERTAINMENT/ACTIVITIES

Our KidX zone was a huge hit. We had 2 bounce houses, games from Dave & Busters, chalk, giant Jenga, checkers, bubbles and hula hoops! We also held a 3-pt contests with winners from 4 different age groups.

## RETAILER PARTICIPATION

2 of our retailers participated. Dairy Queen/Orange Julius was very successful, selling smoothies throughout the event. Another one of our tenants, Left Coast Streetwear printed the shirts for the event and set up a 10x20 to sell their branded products. Another vendor, Family clothing, has been so successful at our events that Specialty Leasing is working with them to have a space in our center for the holidays.

## VENDOR PARTICIPATION

We had 3 additional outside food and snack vendors. All were very successful and focused on summer treats! We also had sponsors participating, including RedLine Recreational Toys (who has a signed agreement to participate in multiple events with us), Clarion Hotel, Valley GMC, Doxon Toyota, US Coast Guard and Kombuchaluv.



# FEEDBACK

## GUESTS

Feedback from guests and players was very positive, and included comments regarding organization, communication and overall layout!



## TENANTS/VENDOR

All of our tenants and vendors at the event were very happy with their sales and traffic. Some specific information about the weekend from our inline retailers is below:

### Wilson's Leather

SAT: Sales +147% over LY

SUN: Sales +81% over LY

### Bath & Body Works

Sales +24% over LY

### Carters

Sales +95% over LY

### Rue21

SAT: Sales +134 over LY

SUN: Sales +96.8% over LY

### Vans

Sales +32% over LY

### Columbia

SAT: Traffic +14% over LY

SUN: Traffic +27% over LY

(Sales level)

### Aeropostale

Sales +12% over previous weekend

## PROPERTY TEAM

Overall the event ran incredibly smooth. The set up and tear down was all very efficient. We may want to look into purchasing the hoops in future years. We will also look into securing local contractors instead of flying a team in.



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# AUBURN FIELDHOUSE



**10.5:** Years 1<sup>st</sup> location, Frisco Fieldhouse, has been open. Auburn plans to open early 2020

**14:** Years in business. FHUSA was founded by current Partners Gary Oliver and Terry Casey in 2005

**42:** States represented from TEAMS participating in FHUSA events/tournaments in 2019

**Auburn Programs:**

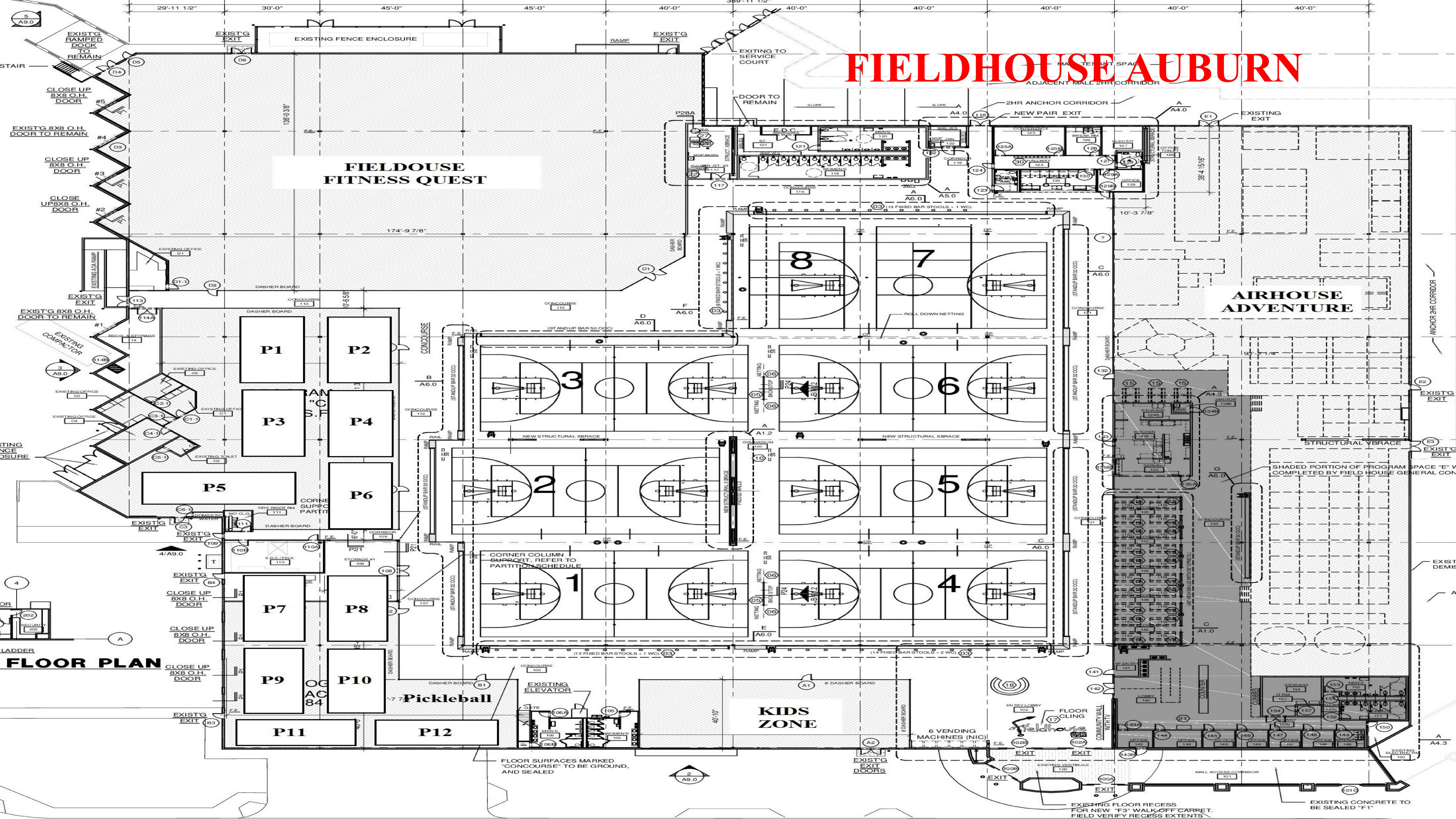
- Hard Court:** 8 hardwood courts designated for event, tournament, club and league play in volleyball, basketball, wrestling, pickleball and badminton
- Fitness Quest:** more than 24,000 square feet designated for health, wellness and fitness
- Airhouse Adventure:** more than 30,000 square feet designated for family adventure including zip line, ropes course, climbing, trampoline & flip zone
- Pickleball:** 12 pickle ball courts designated for teams, leagues, events and tournaments
- Kid Strong:** Fieldhouse child development program
- Kraken Volleyball:** leading volleyball club in the Auburn area and Fieldhouse provider for volleyball
- Jason Terry:** Seattle native and former NBA player will be hosting Auburn basketball clinics
- Chaos Baseball:** group will be utilizing the turf in the fitness area for skills and drills
- Auburn Youth Football League:** group will be utilizing the turf in the fitness area for skills and drills
- Freedom Martial Arts:** will be hosting FMA program in facility
- Friends of Hoop:** will be hosting events and tournaments in the Auburn facility
- Nike EYBL:** will host an EYBL event in the Auburn facility
- Northwest Volleyball Foundation:** will be hosting events and tournaments in the Auburn facility
- Northwest All-Stars:** will be hosting events and tournaments in the Auburn facility
- Premier Basketball:** our partner in all FH facilities will also be hosting events and tournaments in Auburn facility
- Primetime Basketball:** our partner in all FH facilities will also be hosting events and tournaments in Auburn facility

**40:** Projected number of events/tournaments in Auburn annually

**Successful Model:** FHUSA staff, organization, experience and support helps create operational success with expertise in the 4 P's: People, Processes, Procedures and Programs. FHUSA has a 14 year sports facility operational background in scheduling and running events, incorporating community centered programming through league play, partnering with corporate sales sponsors and creating economic impact for the local and regional communities that help create a better Quality of Life and Experience.

**Results & Proven Product:** FHUSA is a proven, viable and sustainable model that works and is a project that every COMMUNITY, in which we locate in, is proud to call their own. Jeff Cheney, current Frisco Mayor, says it best, "I can't imagine raising my children in Frisco without FieldhouseUSA. I feel like I spend half my life there."

# FIELDHOUSE AUBURN

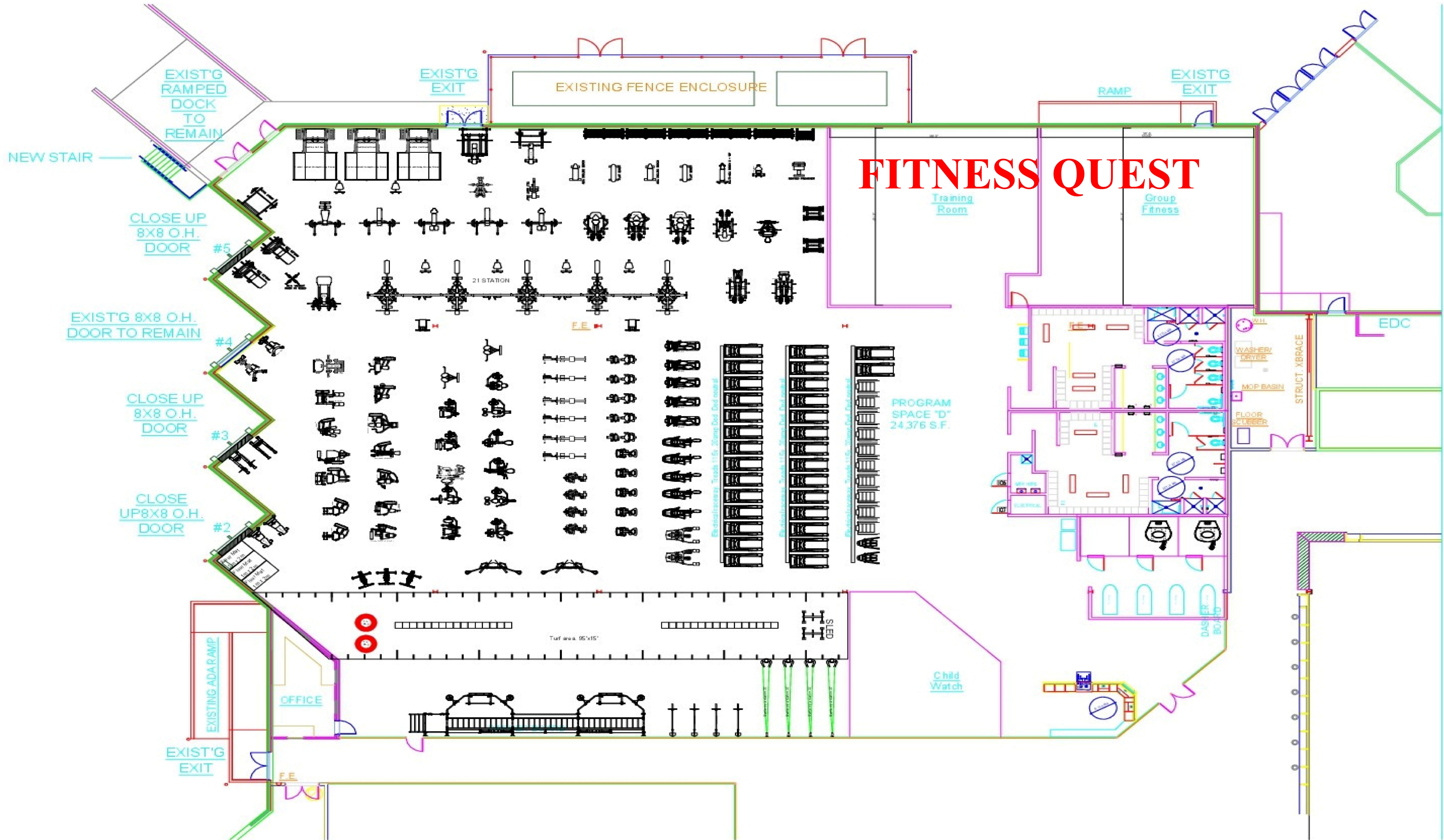


FLOOR PLAN

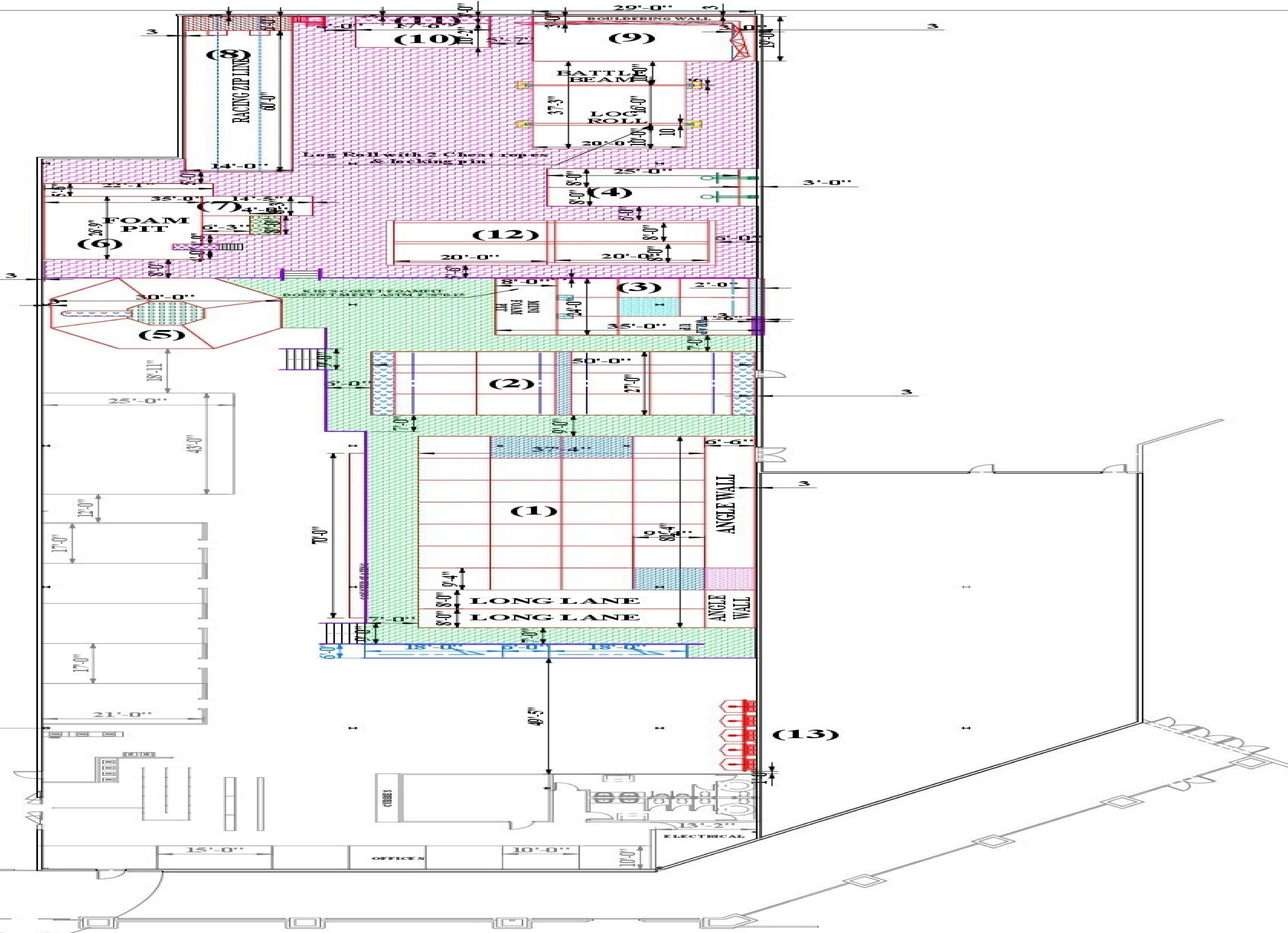
FLOOR SURFACES MARKED "CONCOURSE" TO BE GROUND, AND SEALED

EXISTING FLOOR RECESS FOR NEW "F3" WALK-OFF CARPET. FIELD VERIFY RECESS EXTENTS

EXISTING CONCRETE TO BE SEALED "F1"



# AIRHOUSE ADVENTURE





Make Your Fan  
Status a  
Part of This  
Experience  
Enjoy Your Day!

**FIELDHOUSE ENTRY**



**FIELDHOUSE  
COURT AREA**



**FIELDHOUSE  
COURT AREA**

**neighbors go 2 COURT**  
neighborsgo.com  
A product of The Dallas Morning News

**purplekiwi**  
The Culture of Oregon

HOME TEAM 38  
VISITOR TEAM 41  
06:06  
1 4 8

Play For Sport  
www.PlayForSport.com

**TREXPE**  
Towel & Apparel

CREATE YOUR FUTURE  
**DALLAS**

LOVE  
LOVE  
LOVE

22

23

42



**FIELDHOUSE  
COURT AREA**



**FIELDHOUSE COURT AREA**



# FITNESS QUEST



DO NOT KICK OR  
THROW BALLS OF  
ANY KIND AGAINST  
THE GLASS.

DO NOT KICK OR  
THROW BALLS OF  
ANY KIND AGAINST  
THE GLASS.

OS

EVERY DAY IS  
GAME DAY



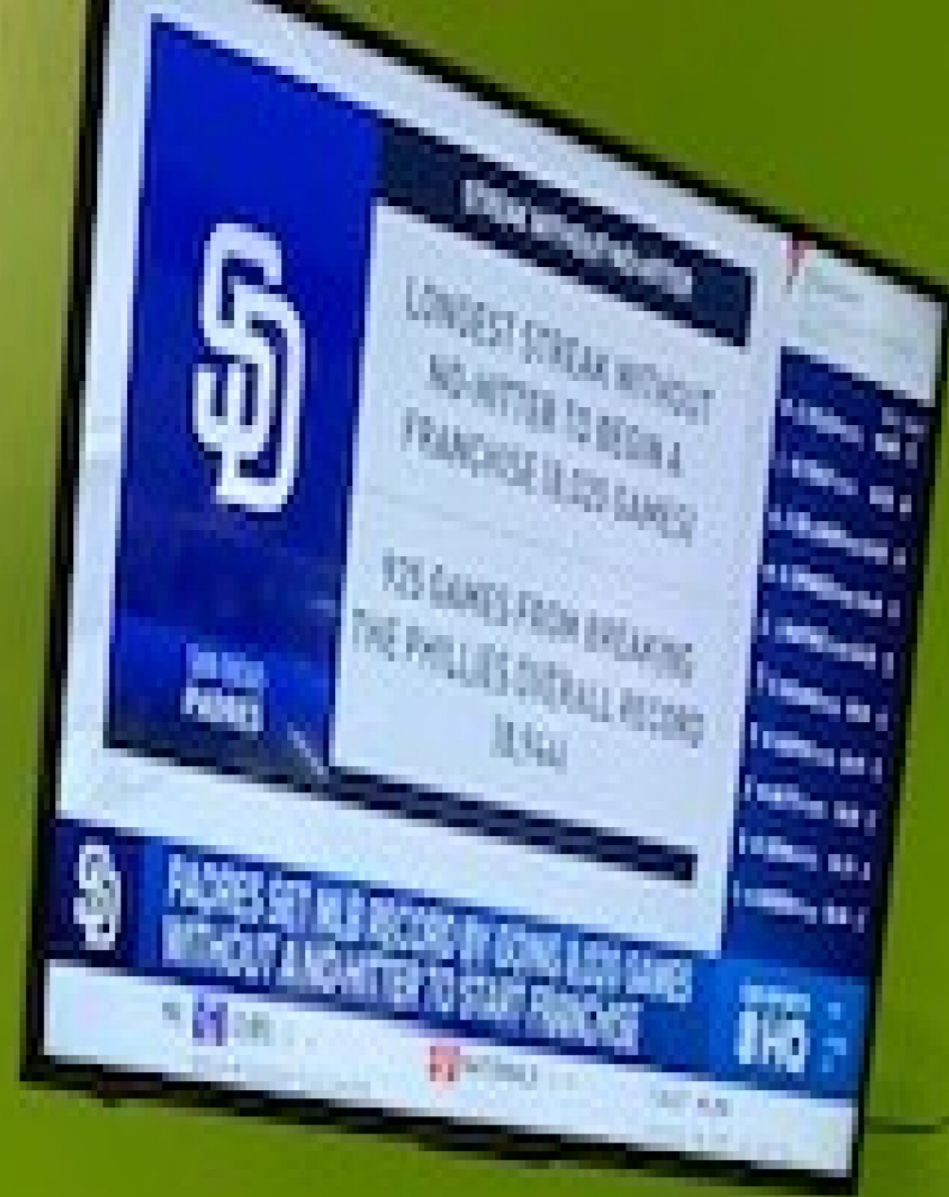
SKLZ

**FITNESS QUEST**

# PICKLEBALL



**KIDS STRONG**



LIMITED SPOTS AVAILABLE

# KIDSTRONG

Helping kids reach their full potential through strength training. Building ATHLETIC ABILITY, STRONG CHARACTER, and SOCIAL SKILLS.

**WE HELP PARENTS BUILD STRONGER KIDS**

GET STARTED TODAY >>>

**"WHOLE CHILD" DEVELOPMENT**

STRONG BODY | STRONG CHARACTER | STRONG MIND

PARENTS LOVE KIDSTRONG

[kidstrong.com/grapevine](http://kidstrong.com/grapevine)

# KIDSTRONG

[KidStrong.com](http://KidStrong.com)





**AIRHOUSE  
ADVENTURE**

**ADVENTURE PARK**





**KIDS FLIP ZONE**

**FIELDHOUSEUSA!**

