

**Auburn Tourism Board Meeting
August 17, 2017 – 10:00 AM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

A. Roll Call

Meeting was called to order at 10:00 a.m.

Board Members present: Chairwoman Rebecca Frisch, Tonia Jones, Reggie Matto, Ashley Mohoric, Jim Wilson, Ronnie Roberts.

Excused absence: Board Members Rachael McAlister, Kacie Bray, Julie Krueger

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

II. APPROVE JULY MEETING MINUTES

Board Member Roberts and Member Mohoric second to approve the July 20, 2017 meeting minutes.

MOTION CARRIED UNANIMOUSLY. 6-0

III. NEW BUSINESS

- A. Tourism Hashtag - Kalyn Brady, Communications Coordinator for Mayor
Coordinator Brady gave an update on social media, hashtags, and the Auburn Proud endeavor. After discussion, the Board decided to primarily use #ExploreAuburn and to use #AuburnAdventure as a secondary option. She also informed the Board that the press releases for the new Tourism website went out the previous week.
- B. Tourism Updates – Lorraine Chachere, Tourism Coordinator
Tourism Logo
With the feedback given, Sarah St. George, the City's Multimedia Design Technician, will need more time to work on the Tourism logo. Coordinator Chachere will send her samples via email to the Board for review. Opportunity will be given to discuss them at the September meeting.

City Council Study Session Presentation

On Monday, August 14, Coordinator Chachere and Economic Development Manager Doug Lein gave an overview to City Council of where the board is at and where it is heading, based on the 10-Year Economic Development Strategic Plan that Council approved. They also prepared Council for a future request for funding for a Tourism marketing campaign and messaging.

Hotel Concierge Fam

Tourism, in conjunction with Emerald Downs, White River Valley Museum, Vinifera, and the Outlet Collection, will be hosting a fam event on Wednesday, September 27, for hotel front-desk staff from all seven hotels to make sure they are familiar with Auburn's attractions and venues and to give the stakeholders the opportunity to shape the messaging of what they would like hotel staff to communicate to visitors.

Mardi Gras Parade and Party

The development of a Mardi Gras parade and party, in conjunction with The Quarters restaurant and Geaux Brewery, will be a fun event for local residents and will encourage overnight visitors. The hope is to get it going and then eventually have the Auburn Downtown Association and other entities absorb it and see it through and to make it an annual event. The goal is to increase foot traffic and allow people to experience downtown Auburn and to also engage other businesses along Main Street in conjunction with the parade and after-party going on. The first event will be Saturday, February 10. A second event will occur on July 14, which would bring people back to downtown, benefit downtown businesses and most likely offer better weather. Manager Lein explained the method New Orleans uses to promote their event and how the businesses cross-market one another. Coordinator Chachere will provide a proposal in September.

City Email Addresses Issued to Board Members

Manager Lein informed the Board that City email addresses will be issued to all Board Members to separate communications from their work and personal email addresses and so doing eliminate the possibility of public records requests being made by the public on their personal email addresses.

2018 LTAC Grant Application

Coordinator Chachere informed the Board that she has finished the applications for the 2018 LTAC Grant and has posted them on the Tourism website. She will be announcing it via the Auburn Reporter and will be sending email announcements to previous applicants and recipients of LTAC Grant Awards. The last day to submit applications is December 1. The LTAC is scheduled to meet December 13, when they will decide which candidates to interview and then possibly select in January.

MEDIA BUY PROPOSAL

Coordinator Chachere will present to BIA and ATB for 4th quarter media buy. Economic Development will also be a possible collaborator in the project.

IV. OLD BUSINESS

A. Rules & Procedures (Action Item)

Coordinator Chachere and Manager Lein explained the City's (State statute-governed) process for board member selection.

Board Member Roberts motioned and Member Wilson second to approve the Rules & Procedures as stated.

MOTION CARRIED UNANIMOUSLY. 6-0

A. Request for Proposal (Discussion Item)

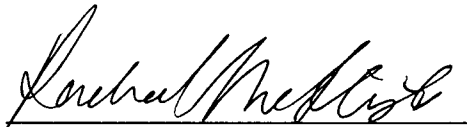
Chair Frisch requested that anyone who would like to share any thoughts or opinions regarding the Request for Proposal should email or call Coordinator Chachere. Chair Frisch and Coordinator Chachere will work together and finalize a Request for Proposal and send it out for Board review and then discussion at the September meeting.

Manager Lein will have Retail Coach pull hotel guests' credit card charges to find out where they are coming from.

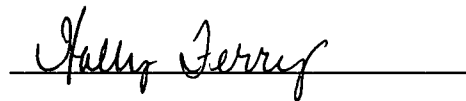
V. NEXT MEETING: THURSDAY, SEPTEMBER 21st AT 10:00AM IN COUNCIL CHAMBERS

VI. ADJOURNMENT

There being no further business to come before the Board, the meeting adjourned at 11:12 a.m.



~~REBECCA FRISCH, CHAIR~~
RACHAEL McALISTER,
VICE CHAIR



HOLLY FERRY, BOARD SECRETARY

