

**Auburn Tourism Board Meeting
August 16, 2018 – 10:00 AM
Auburn City Hall, Room 3 (2nd Floor)
AGENDA**

I. CALL TO ORDER

Roll Call

II. APPROVE JULY MEETING MINUTES

III. OLD BUSINESS

1) Tourism Updates

- Membership Updates
- Tourism Budget Update – June 2018
- Tourism Logo
- Tourism Map Final
- Tourism Marketing Campaign

2) Auburn Adventure Film Festival Update

3) Auburn Tourism Summit - November 7th 9am – 11am

ACTION ITEM

4) Meetings/Groups Strategy Plan

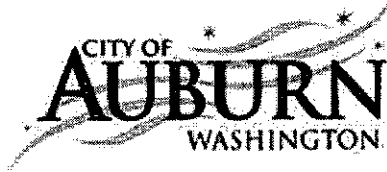
- Meeting Planner Engagement on Tourism Website Proposal

IV. NEW BUSINESS

V. NEXT MEETING

- Next ATB Meeting: Thursday, September 21st at 10AM in Council Chambers

VI. ADJOURNMENT



**Auburn Tourism Board Meeting
JULY 19, 2018 – 10:00 AM
Auburn City Hall, Room #3
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 10:09am by Vice Chairwoman Mohoric.

Board Members present: Vice Chair Ashley Mohoric (via phone); Board Members Kacie Bray; Rachael Mc Alister; Julie Krueger; Ronnie Roberts; Malia Dale; Karrie Schofield; Chantelle Herburger

Excused absence: Chair Rebecca Frisch; Jim Wilson

Staff Present: Lorraine Chachere, Tourism Coordinator; Sarah St. George, M Multimedia Specialist.

II. APPROVE JUNE MEETING MINUTES

Board Member Schofield motioned to approve the June meeting minutes.

Board Member Krueger seconded the motion.

MOTION PASSES UNANIMOUSLY 8-0.

III. OLD BUSINESS

1) Tourism Updates

▪ **Budget Update**

The financials through May 2018 were presented. The financials for the month of June have not become available from Finance yet.

▪ **Tourism Logo Discussion**

Specialist St. George presented a draft of logos based on Board feedback Coordinator Chachere presented her, all previous logo drafts provided by Smarthouse, preferred logos of other destinations presented by some Board Members and Coordinator Chachere of how the logo best reflects the destination.

The top two logo candidates were selected. Specialist St. George inquired if a third option was desired, none was offered. Within the next two weeks, mock ups with color would be provided to the Board

via email to Coordinator Chachere well in advance of the August meeting.

▪ **Tourism Map**

Coordinator Chachere shared the updated draft that Smarthouse Creative came up with. There are still edits that need to be made. The map will have some color and icon updates, spacing corrections, addition of more relevant businesses, a GIS review with regards to the placement of streets, as well as the inclusion of The Downtown Association logo are among the changes in the next round. Specialist St. George will make the final round of edits to ensure it is aligned with branding and messaging before going to print.

2) Film Festival Proposal

The proposal for an Auburn Adventure Film Festival was revisited with discussion and concerns around the time of the year of the event, hotel slow season/occupancy, cost, likelihood of sponsorships, cross partnerships and promotions, cost benefit, and having a unique event to Auburn to bring another demographic to the city.

Board Member Herburger motioned to authorize up to \$22,000 to finance the event. Board Member McAlister seconded the motion.

MOTION PASSES 7-0-1.

IV. NEW BUSINESS

1) Slick Watts Sponsorship Request from Auburn Area Chamber of Commerce

Dustin Henderson, Communications and Events Director for the AACC requested a \$1,000 Sponsorship from Tourism for the inaugural Slick Watts 3 on 3 event to be held at The Outlet Collection on August 18 – 19. The Board explained community grants are allotted at a specific time of the year, and encouraged the Chamber to apply for a Lodging Tax Grant for 2019. The merits of having a Tourism table at the event was weighed and dependent on Coordinator Chachere's capacity and cost. Board Member Bray will provide those details to Coordinator Chachere.

2) Meetings/Groups Business Plan

Coordinator Chachere presented a Q3 and Q4 business plan and strategy on Meetings and Groups which comprised of developing the necessary collateral, partner stakeholder engagement, tradeshow participation, and website development of online resources.

Based on her research, Coordinator Chachere requested funds for participation in the Small Market Meetings Conference September 23 – 25, with a focus on second tier cities, small to medium markets. Aside from Bellevue, Auburn would be the only other destination in the PNW

represented. There would be the opportunity to have one-on ones with meeting planners for corporate, government, non-profit, faith travel groups. Additionally, Coordinator Chachere identified the NW Event Show – October 16 as a strategic event to develop potential leads in the Seattle DMA.

Board suggestions of focusing on just one show for the full preparation, mechanisms to lure conference goers to Auburn Tourism, sharing the cost of a booth were discussed.

Board Member Schofield motioned to approve the cost of the entrance to the NW Event show for \$3,195 and for Coordinator Chachere to return with a proposal items needed for participation at a future meeting. Board Member Bray seconded the motion.

MOTION PASSES UNANIMOUSLY 8-0.

V. NEXT MEETING

Next ATB Meeting: Thursday, August 16th at 10AM in Room #3, 2nd Floor

VI. ADJOURNMENT

There being no more business to discuss, the meeting was adjourned at 12:04PM.

EXPLORE DOWNTOWN AUBURN



FOOD

- 1 Battlefield Coffee House
- 2 BigFoot Java
- 3 Donut & Muffin Factory
- 4 Garcia's Mexican Restaurant and Cantina
- 5 Geaux Brewing
- 6 Gor Gai Thai
- 7 Gosanko Chocolate Factory
- 8 Gosanko Chocolate - One Main
- 9 Herfy's Burgers
- 10 Happy Express Sushi, Wok & Teriyaki
- 11 J's Teriyaki
- 12 Kampo Cuisine
- 13 Mazatlan Restaurant
- 14 Oddfellas Pub & Eatery
- 15 The Quarters
- 16 Rainbow Café
- 17 Rail Hop'n Brewing Company
- 18 Spunky Monkey Bar & Grill
- 19 Starting Gate Restaurant
- 20 Sunbreak Cafe
- 21 Sushido
- 22 Vinifera Wine Bar & Bistro
- 23 Zola's Cafe



SHOPPING

- 24 A Little Knitty
- 25 Comstock's Bindery & Bookshop
- 26 Crystalli
- 27 Hills of Comics
- 28 Mando's Disc Golf Pro Shop
- 29 Main Street Thrift Shop
- 30 Nelson's Jewelry & Gifts
- 31 Shoe Forest & More
- 32 Washington Pianos



ARTS & CULTURE

- 33 Auburn Performing Arts Center
- 34 Auburn Ave Theater



HEALTH & WELLNESS

- 35 Corestar Pilates
- 36 Longevita Pilates and Yoga Studio
- 37 Turning Point Studios
- 38 MultiCare Auburn Medical Center



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Association

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SCOPE OF WORK

MEETING PLANNERS SECTION Project

GOAL

To have a section on the ExploreAuburn.com site tailored to the audience of the meeting planners, groups/reunions, unique weddings on the smaller side so that this resource is accessible and available to them during their research phase and they have an idea of who we are and what we offer before they make first contact.

MESSAGING

Auburn Tourism's aim is to attract smaller conferences and groups that still need to meet without the hefty Seattle hotel room rates. Whether non-profits or companies with links to businesses in the Puget Sound Region, Auburn is affordable. We are fortunate to have large city amenities with the feel of small town hospitality and pleasantness. We are *Authentically Auburn*. Auburn is one of the oldest cities in Washington, yet has a variety of modern attractions. We take great pride in our history and traditions. And we have a lot of fun, too!

PAGES TO BUILD OUT

Main Landing page that will contain the links to the other relevant pages

Top Ten Reasons to hold your meeting in Auburn

Frequently Asked Questions

What ExploreAuburn can do for you

RFP Submission Form

Meeting Venues Page (List of venues and features of each)

Featured Hotels

Team Building and Entertainment

Unique Wedding Settings

ELEMENTS TO INCLUDE

- A map showing Auburn being in the halfway point to Seattle and Tacoma plus Seatac.
- Graphical elements to support the stories
- RFP Form submission

COSTS

We estimate the project being in the 40-60 hour range. Cost being in the \$4000 to \$5000 That would give us enough of a budget to do it right and have something we can all be proud of.

Sincerely
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