



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 18th 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

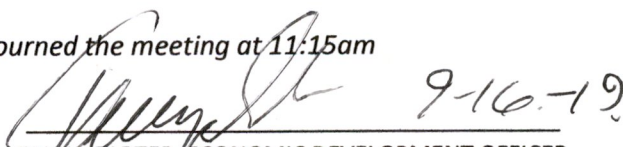
- a. Next ATB Meeting: Thursday, September 19 at 10AM in Council Chambers

VII. AROUND THE TABLE

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



RON ROBERTS, CHAIR

 9-16-19

TANYA CARTER, ECONOMIC DEVELOPMENT OFFICER