CITY OF AUBURN WASHINGTON	**Auburn Tourism Board Meeting** **July 20, 2017 – 10:00 AM** **Auburn City Hall Council Chambers** **MINUTES**

I. CALL TO ORDER

Roll Call
Meeting was called to order at 10:00 am.

Board Members present: Chairwoman Rebecca Frisch, Kacie Bray, Julie Krueger, Reggie Matto, Ashley Mohoric, Ronnie Roberts.

Excused absence: Board Members Tonia Jones, Rachael McAlister
Unexcused absences: Nicole Thissell; Jim Wilson

Staff Present: Lorraine Chachere, Tourism Coordinator; Holly Ferry, Board Secretary; Dana Hinman, Director of Administration; Kalyn Brady, Communications Coordinator; and Sarah St. George, Multimedia Design Technician.

II. APPROVE JUNE MEETING MINUTES

Board Member Roberts motioned and Board Member Krueger seconded the motion to approve the June 22, 2017 minutes. Motion passes unanimously.

III. NEW BUSINESS

A. INTRODUCTION TO CITY STAFF & SERVICES

Tourism Coordinator Lorraine Chachere asked City staff Director Hinman, Coordinator Brady, and Technician St. George to tell the Board what their capacity with the City is to better understand what they do, and how they might collaborate with or assist the Board and to also understand what is out of their realm and would have to be hired from outside the City.

Communications Coordinator Kalyn Brady explained to the Board that she and Multimedia Design Technician Sarah St. George work closely together. The communications coordinator position is responsible for the overall messaging of the city - that includes everything from social media to official messages from the City or the Mayor. The position is responsible for ensuring that information from the City reaches our citizens and also that feedback from our residents is shared with the administration. However, the communications position is focused primarily on keeping our residents and other city stakeholders involved and informed. Reaching audiences outside of this targeted core should be done in concert with the communications coordinator to ensure there is brand and message consistency, but large scale regional or national marketing is best done by an outside agency.

The topics of hashtags; Auburn Google searches; advertising, marketing, and branding of the City; and press releases were discussed.

Coordinator Brady will check into Chamber alerts, and come to the next Board meeting to help come up with hashtags. Coordinator Brady and Coordinator Chachere will tighten communication to local businesses and will request an updated monthly list of any new businesses from Economic Development.

Technician St. George explained her vision for the Tourism logo. The consensus of the Board was that they wish for an updated modern logo that is different and not associated with the City logo. Coordinator Chachere explained that a new Tourism logo was needed for the completion of deliverables of the Tourism video and the new Tourism website since one was not provided by the Creative Consultant, APEX Media. Technician St. George will come to the next meeting with several different renditions for consideration.

B. BOARD MEMBER RESIGNATION

Coordinator Chachere added the topic of Board Member Resignation to the agenda. Nicole Thissell has resigned from the Board verbally over a telephone call. Repeated attempts to secure a letter of resignation in writing have not been successful. Coordinator Chachere will consult with the City Attorney to see if a letter is required prior to filling that vacant spot.

C. RULES AND PROCEDURES

Coordinator Chachere provided a draft of the Board's Rules of Procedure for discussion of any suggestions or changes necessary. Chair Frisch recommended there be language added to the Absence of Members section to allow the Board to move on in the event that a resignation of a member has not been submitted formally and would allow for the process to start to replace the person. Coordinator Chachere will confer with Legal to make sure everything is in compliance.

D. BUDGET

Coordinator Chachere added the topic of Budget to the agenda and provided a handout for the members to show the new format and to present the financials (hotel tax revenue and expenditures) through the end of June 2017.

E. REVIEW OF PROPOSED RFP LANGUAGE

Chairwoman Frisch asked that Board Members think about what they want to achieve with the Tourism map, media planner, and the PR retainer so that that language can be added to proposals prior to the August meeting regarding action items, deliverables and what, specifically, the Board wants it to look like. Coordinator Chachere will send an email requesting Board Members' ideas as well as reminding the Board of the short- and long-term goals and the objectives desired to achieve.

IV. OLD BUSINESS

The next launch on the Tourism website will be a tab called "Inspiration" that focuses on proposed itineraries for a variety of demographics that will change on a seasonal basis.

V. NEXT MEETING: THURSDAY, AUGUST 17th AT 10:00AM IN COUNCIL CHAMBERS

VI. ADJOURNMENT

There being no further business to come before the Board, the meeting adjourned at 11:58 am.

APPROVED this 17th day of August, 2017.

Rebecca Frisch	Holly Ferry
REBECCA FRISCH, CHAIR	HOLLY FERRY, BOARD SECRETARY