



**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.



REBECCA FRISCH, CHAIR



LORRAINE CHACHERE, TOURISM COORDINATOR