

**Auburn Tourism Board Meeting
June 22, 2017 – 10:00 AM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

Roll Call

The meeting was called to order at 10:10 am by Chair, Rebecca Frisch.

Board members present: Chair Rebecca Frisch, Kacie Bray, Tonia Jones, Rachael McAlister, Ashley Mohoric, Ronnie Roberts. Board Members Julie Krueger, Reggie Matto, Nicole Thissell, and Jim Wilson were not present.

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

II. APPROVE APRIL MEETING MINUTES

Board Member Mohoric motioned and Board Member McAlister second to approve the May 18, 2017 minutes.

MOTION CARRIED UNANIMOUSLY. 6-0

III. NEW BUSINESS – LEGAL PRESENTATION BY DAN HEID, CITY ATTORNEY

City Attorney Heid handed out a packet of training materials regarding the Open Public Records Act; a copy of the City of Auburn Planning Commission Rules of Procedure and the City Council Rules of Procedure; and a Request for Public Records form. He recommended the Board adopt Rules of Procedure for guidance. He gave guidelines regarding the members' roles and responsibilities relating to the receipt of a public records requests, records retention, and the Open Public Meeting Act.

IV. OLD BUSINESS

A. Tourism Website

Tourism Coordinator Chachere informed the Board that the domain name "Explore Auburn" was successfully purchased. She presented the website changes to the Board.

B. Tourism Video

Tourism Coordinator Chachere presented the final versions of the tourism videos and explained the changes that were made.

C. Tourism Logo

The City's Multimedia Design Technician, Sarah St. George, will be at the July meeting to explain the vision behind the logo, and the Board will have an opportunity to discuss any ideas for enhancement or redesign with her at that time.

D. Identify Short and Long Term Goals for August ATB Meeting

Chair Frisch announced that select City staff will attend the August meeting to explain roles, skill sets and availability offered that may be helpful to the Board. Those attending will be the City's Multimedia Design Technician, Communications Coordinator, and Director of Administration. The Board will then be able to identify realistic goals for the remainder of the year.

E. Media Buyer and Tourism Maps Bid

Tourism Coordinator Chachere has been collecting bids for potential media buyers and talking with vendors about the Tourism map. More information will be provided at upcoming meetings.

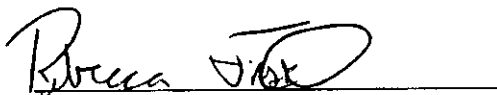
F. Attendance Policy

The official attendance policy states that a member must attend 75% of the meetings, and that will be enforced moving forward. A note will be sent out to those not in attendance to inform them that they could be in danger of being asked to step down from the Board and to encourage them to attend future meetings.

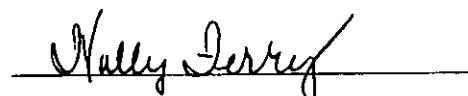
V. **ADJOURNMENT**

There being no further business to come before the Board, the meeting adjourned at 11:37 am.

APPROVED this 20th day of July, 2017.



REBECCA FRISCH, CHAIR



HOLLY FERRY, BOARD SECRETARY