



**Auburn Tourism Board Meeting  
June 20, 2019 – 10:00 AM  
Room 3, 2<sup>nd</sup> Floor  
MINUTES**

**I. CALL TO ORDER**

The meeting was called to order at 10:00am by Chairman Roberts.

Board Members present: Chairman Ron Roberts; Vice Chair McAlister; Kacie Bray; Edgar Vidal; Malia Dale; Julie Kruger

Staff Present: Doug Lein, Economic Development Manager; Lorraine Chachere, Tourism Coordinator; Tanya Carter, Economic Development Coordinator.

**II. APPROVE MAY MEETING MINUTES**

Vice Chair McAlister motioned to approve the May meeting minutes. Board Member Dale seconded the motion.

MOTION PASSES UNANIMOUSLY 6-0.

**III. OLD BUSINESS**

**Tourism Updates**

- a. **Emerald Downs Partnership Update** – Coordinator Chachere reported that the agreement was executed, an Explore Auburn page has been added to the Emerald Downs site. Prior to the meeting Coordinator Chachere emailed Board Members the newsletter and other Emerald Downs communiques on tourism to their customer base as outlined in the Sponsorship agreement.
- b. **Auburn Adventure Film Festival Update** - Preliminary flyer for festival is being circulated. Volunteers can be provided by the Auburn Downtown Association, a non-profit. The ADA has also agreed to continue with running the concession stand. The positions for the film festival will be restructured to allow for a festival programmer and a publicist position that must meet City requirements.
- c. **White River Amphitheatre Concert Season Update** – Harlow's will be offering bus service from Emerald Downs parking lots to the White River Amphitheatre in an effort to enhance the visitor experience, mitigate traffic, and encourage concertgoers to visit Emerald Downs afterwards to enjoy two tourism attractions in

one day. Coordinator Chachere will run a digital ad campaign and communicate with hotels to relay this information of this service so they in turn can share it with their guests.

- d. **Fortune Cookie Promotion** – Coordinator Chachere will be tabling at summer events to drive new users to the ExploreAuburn.com website, generate awareness of Auburn attractions and businesses via the tourism map, wheel of fortune, and giveaways. A cost effective fun resource will be fortune cookies that feature eleven whimsical messages about a tourism attraction and a call to action to utilize the ExploreAuburn.com website for Auburn information and events.
- e. **Summer Coaster Promotion** – Last year, the possibility of a coaster promotion was explored. Coordinator Chachere has done some research with multiple vendors for a “Coast into Summer” promotion

- a. **April Financial Report** – The financials were presented by Coordinator Chachere.

**IV. NEW BUSINESS (ACTION ITEM)  
TOURISM MAP REPRINT PROPOSAL**

Coordinator Chachere indicated there were only 200 tourism maps left from the printing of them a year ago. Coordinator Chachere secured \$528.43 from the BIA Rate Payer Board towards the map reprint. The total cost would be \$1,056.86 from the previous printer for 5,000 maps with the updated images, which should last a year. Board Member Krueger motioned to allocate \$528.43 to fund the tourism map reprint. Vice Chair McAlister seconded the motion.

MOTION PASSES UNANIMOUSLY 6-0.

**V. NEXT MEETING**

The July meeting is on Thursday, July 18<sup>th</sup> at 10AM in Council Chambers, City Hall.

**VI. ADJOURNMENT**

There being no more business to discuss, the meeting was adjourned at 10:52AM.



RON ROBERTS, CHAIR



LORRAINE CHACHERE, TOURISM COORDINATOR