

**Auburn Tourism Board Meeting
May 18, 2017 – 10:00 AM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

A. Roll Call

Meeting was called to order at 10:09am

Board members present: Kacie Bray, Rebecca Frisch, Tonia Jones, Rachael McAlister, Ashley Mohoric, Ronnie Roberts, Jim Wilson

Board members absent: Julie Krueger, Reggie Matto, Nicole Thissell

Staff Present: Doug Lein, Lorraine Chachere, Holly Ferry

II. APPROVE APRIL MEETING MINUTES

- A. Board Member Mohoric motioned and Board Member McAlister second to approve the April 20, 2017 minutes.

III. TOURISM PROJECTS UPDATE

- A. The tourism videos were debuted. Doug reminded the Board that we own the rights to all seven hours of the broadcast-quality film. It was agreed that on the initial video there should be more prominence given to the hotels, depending on the market, and a little less time given to the casino and golf course. The goal is to have many different ads showcasing unique venues in Auburn and around the area, as well as City-sponsored events and activities within Auburn at different times of the year, reaching all demographics.

Board members discussed the importance and benefit of having the hotel's representation at meetings to share their expertise and insight and how it would complement what the other members of the board are trying to do in regards to tourism.

A survey will be sent to the Board members with suggestions for auxiliary shots.

- B. The Board reviewed the tourism website and suggested improvements. Lorraine will send a link to the Board members so they may study it and give suggestions. It was mentioned that it needs to be asked what content we can and cannot change on the back-end of the website and what content we cannot change that is the framework

that we do not have access to. We will need the capability to change photos on the main page, content in the drop-down menu, and the addition of widgets or I-frame into a page.

- C. Kacie presented several examples of tourism logos. She suggested that, though the website looks great, the present Explore Auburn logo looks a little dated and asked that the Board consider whether it is new and fresh enough or has the look and feel that the Board wants. Lorraine presented an updated font and some different color schemes. Kacie explained to the group that a tourism logo has a different look and feel than a city logo – they are not usually the same.

IV. DISCUSSION ITEM

- A. Members contributed and discussed their short- and long-term goals for the ATB. (Attachment)

V. REVIEW OF BUDGET

- A. Rebecca proposed that review of budget be discussed at the next meeting.

VI. NEXT MEETING: THURSDAY, JUNE 22, 10:00AM IN CONFERENCE ROOM #3

- A. Rebecca requested that members get quotes from media-buying agencies to be reviewed at the next meeting.
- B. It was decided to have City of Auburn attorney, Dan Heid, come to the June meeting to advise the Board on the legalities and responsibilities of participating on a City board.

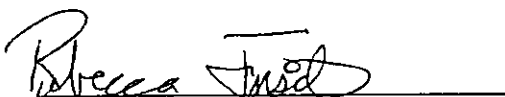
VII. OLD BUSINESS

- A. An offer on the domain name “Explore Auburn” has been made for \$1,850. It will come out of Economic Development’s budget.

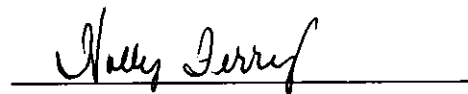
VIII. ADJOURNMENT

There being no further business to come before the Board, the meeting adjourned at 12:15pm.

APPROVED this 22nd day of June, 2017.



REBECCA FRISCH, CHAIR



HOLLY FERRY, BOARD SECRETARY