

**Auburn Tourism Board Meeting
May 17, 2018 – 10:00 AM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

Roll Call – The meeting was called to order at 10:03 AM.

Board Members present: Chair Rebecca Frisch, Vice Chair Ashley Mohoric, Rachael McAlister, Jim Wilson. Julie Krueger, Tonia Jones.

Excused absence: Ting Phonsanam, Kacie Bray, and Ronnie Roberts.

Staff Present: Lorraine Chachere, Tourism Coordinator; Josh Arndt, Economic Development.

II. APPROVE APRIL MEETING MINUTES

Board Member Wilson motioned to approve the April meeting minutes. Vice Chair seconded the motion.

MOTION PASSES UNANIMOUSLY 6-0.

III. OLD BUSINESS

Tourism Map – BIA approved up to \$4,000 for the creative design of a downtown insert as well as printing of the two sided map for the remainder of the year prior to the peak summer months. A local printer will be used.

Hotel and Events Updates – La Quinta was just sold to a new owner. We are grateful of Satpal Sohal's longstanding service contributions as an LTAC member.

- The Clarion Inn will soon have their Grand Opening as it has been under renovation from its previous rendition. Coordinator Chachere will send the event details to everyone.
- White River Concert A Hotel Shuttle. For the 2018 Concert Season, Live Nation has doubled the amount of concerts to be offered at the White River Amphitheatre and the season extends into October. With a lineup of 24 major names and popular bands coming to Auburn, here is an opportunity to capitalize and secure hotel guests thru October 12th, 2018. Coordinator Chachere is working with interested hotels in a possible Stay & Play package that Tourism would assist with marketing.

Budget Update – An update of up to March 2018 was provided.

Tourism Logo Options – The initial draft of the logo options received by Smarthouse were not favorably received by the group. The colors used are redundant and commonly found. There was discussion of attaching our brand to the logos provided and to Mt. Rainier. Feedback will be given to Smarthouse and a request for new designs.

IV. NEW BUSINESS

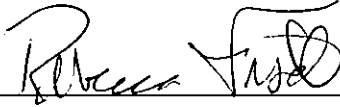
- **Emerald Downs Request for Sponsorship** – Vice Chair Mohoric submitted a proposal the day before the meeting requesting \$15,000 for the 2018 July 3rd Fireworks event. Annually, 14,000 people come. Advertising opportunities that come with this sponsorship would be modified as the season has already started. Possible examples could be tagging Auburn Tourism on emails, program ads, social media, email blasts (12,000 on email list). Chair Frisch who works and represents a sister property, as well as Vice Chair Mohoric would have to recuse themselves from the vote. There is no quorum to be able to vote on it at this meeting.
- **Smarthouse Creative Film Festival Proposal** – A proposal for a film festival to take place during the shoulder season. The theme would be consistent with marketing campaigns, get coverage for Auburn in the news, grow to become an annual tradition. The various elements of logistics, sponsorship opportunities, locations, time of the year were discussed and weighed by the Board. Ms. Davis and Mr. Wilke offered their insight, previous and current professional experience working on and with film festivals in the region. The possibility of a tactical donation to support the arts locally was suggested. Concerns on Coordinator's capacity, having a short turnaround of prospective dates were brought up as needing to be addressed. Additional research of prospective dates and venues will be made. Smarthouse can go ahead and present the possibility of a film festival in a vague manner with SIFF attendees and planners.

V. NEXT MEETING

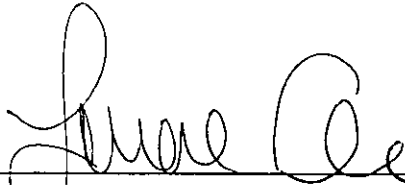
The next meeting will be on Thursday, July 19th at 10AM in Room 3 (second floor) at City Hall.

VI. ADJOURNMENT

There being no more business to discuss, the meeting was adjourned at 11:46AM.



REBECCA FRISCH, CHAIR



LORRAINE CHACHERE, TOURISM COORDINATOR