



**Auburn Tourism Board Meeting
May 16, 2019 – 10:00 AM
Council Chambers
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 10:00am by Vice Chair McAlister.

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

Excused Absence: Board Member Julie Kruger

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

II. APPROVE APRIL MEETING MINUTES

Board Member Bray motioned to approve the April meeting minutes. Board Member Dale seconded the motion.

MOTION PASSES UNANIMOUSLY 5-0.

III. OLD BUSINESS

Tourism Updates

a. Lodging Tax Community Grants

Coordinator Chachere reported that the LTAC recommendations were approved by City Council on May 6th. The dollar amounts of the Tourism Board's recommendations had been adjusted by the LTAC before going to Council.

b. Airport Spotlight Ad Update

The current ad at Sea-Tac airport is already outperforming the previous year's ad in terms of viewers and length on webpage according to Google Analytics, reported Coordinator Chachere.

c. Emerald Downs Partnership Update – Due to the fund's inability to manage a contest giveaway, the Auburn Area Chamber of Commerce has agreed to do so. Signage is being finalized to be placed at the three service desks at Emerald Downs.

d. Auburn Adventure Film Festival Update – The finalizing of the contract for the Film Festival Director is in the works.

- e. **Hospitality FAMs & Community Tabling** – Coordinator Chachere will be focusing on community visibility by and engaging visitors at summer events such as Petpalooza, AuburnFest, Auburn Int'l. Farmer's Market, to generate awareness of tourism assets to visitors and locals alike.
- f. **White River Amphitheatre Concert Season** – All hotels have been invited to a meeting scheduled for Tuesday, May 21st to discuss shuttle options for hotel guests to ensure a seamless experience and enhance the visitor experience to the White River Amphitheatre for the upcoming season.
- g. **March Financial Report** – A template provided by Finance that Coordinator Chachere will update monthly will help identify expenditures more succinctly as it aligns with the budgeted line items to the fund.

▪ **2019 Tourism Marketing Initiatives (Action Items)**

a. **Trade Show Participation and Travel Planners Collaboration**

Proposal – Coordinator Chachere shared two separate proposals for tradeshow participation and for travel trade collaboration to increase exposure for Explore Auburn and Auburn hotels, and to encourage hotel bookings. Board Member Bray requested a tracking sheet to monitor metrics and ROI.

Vice Chair McAlister made a motion to fund the Tradeshow Participation proposal in the amount of \$10,363 from the 2019 budgeted marketing line item to proceed with a tradeshow plan through Q1 2020. Board Member Roberts seconded the motion.

MOTION PASSES UNANIMOUSLY 5-0.

Board Member Bray made a motion to fund the Travel Planners Collaboration proposal in the amount of \$3,139 from the 2019 budgeted marketing line item to proceed with Vice Chair McAlister seconded the motion.

MOTION PASSES UNANIMOUSLY 5-0.

- b. **Explore Auburn Selfie Summer Promotion Research** – Based on the suggestion by Board Member Bray at the April meeting, research identifying the target demographic at all of the key tourism attractions was conducted by Coordinator Chachere. Based on those findings, there would be only one venue with the demographics and user habits on social media that would be a good fit for the promotion. In a case to utilize the marketing

funds wisely, the Creative Committee declined to advance the suggested promotion since it would only benefit one venue.

- c. **Summer Promotion Proposal** – The City’s Creative Team assessed the other previous recommendation by Smarthouse Creative of a coaster promotion to be dispersed at key attractions, Downtown businesses, and participating hotels to be launched in June – September as a way of encouraging increased visitor accounts to Auburn tourism assets. Discussion ensued regarding objectives, cost, duration, assets with the following recommendations:

PROMOTION OBJECTIVES

- Drive traffic to website
- Generate awareness of tourism assets

LOCATIONS FOR DISTRIBUTION

- Oddfellas
- Golf Course
- Breweries
- Hotels
- 100 - 250 at each location, variety

ASSETS

Emerald Downs – horse
Chocolate
Beers
Golf
No QR code

BACK

For more adventures:
ExploreAuburn.com
#chooseyourownadventure

DURATION

JUNE - SEPT

COST

Aim for around \$0.35 cost per each one

Vice Chair McAlister motioned to fund a summer coaster promotion contingent that the suggestions of the Tourism Board be used and that cost not exceed \$2,500 which would be funded from the 2019 Marketing budgeted line item. Board Member seconded the motion.

MOTION PASSES UNANIMOUSLY 5-0.

IV. NEW BUSINESS (ACTION ITEM)

a. Elect Chair

Board Member Roberts nominated himself. There being no other nominations, Vice Chair McAlister motioned to elect Board Member Roberts as Chair. Board Member Bray seconded the motion.

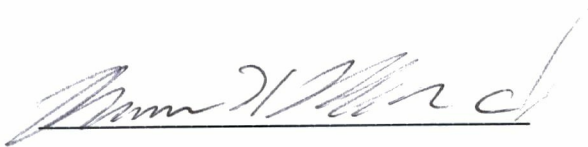
MOTION PASSES UNANIMOUSLY 5-0.

V. NEXT MEETING

The June meeting is on Thursday, June 20th at 10AM in Room #3, Second Floor, City Hall.

VI. ADJOURNMENT

There being no more business to discuss, the meeting was adjourned at 11:41AM.



RON ROBERTS, CHAIR



ON BEHALF OF
LORRAINE

LORRAINE CHACHERE, TOURISM COORDINATOR