

LODGING TAX ADVISORY COMMITTEE - WORKSHOP

Agenda

April 28, 2016 9:00 AM – 4:00PM

25 West Main Street City Hall, Council Chambers

Part I: Informational Program

9:00 – 9:10	Review of the Day's Events Doug Lein, Economic Development Manager, City of Auburn
9:10 – 9:40	The Importance of a well-defined Plan and Budget 10 YR Economic Development Plan Update Jeff Marcell, Senior Partner, TIP Strategies
9:40 – 10:00	Regional and Local Lodging Market Conditions & Area Outlook Thomas P. Kennedy, CHA, Kennedy & Mohn, P.S.
10:00 – 10:15	Break
10:15 – 11:30	Tourism Branding Comparing Media Buys to other Similar Markets Jill Boltmann, Business Development and Account Manager, Apex Media Case Study Eric Christenson, Principal, Apex Media
11:30 – 12:00	Rate, Finance, Reporting Process & Required Documents Bob Brooks, Financial Planning Manager, City of Auburn

Part II: Workshop

12:00 – 1:00	Lunch (provided)
1:00 – 4:00	Hands on Work *Breaks as needed* • Review 2007 Business Plan • Create/Approve 2016 Business Plan, Including 2016 Budget • Prepare & Approve document to forward Existing Funds • 2017/2018 Budget • Possible consolidation of LTAC & Tourism Boards • Review/Approve FTE and Draft Job Description(s) Vision for Tourism Manager and/or Tourism Support Staff