

LODGING TAX ADVISORY COMMITTEE - WORKSHOP

Meeting Minutes

April 28, 2016 9:00 AM – 4:00PM

25 West Main Street City Hall, Council Chambers

LTAC Board Members: Nancy Backus, Andy Cho, Bob Fraser, Chantelle Herburger, Sharon Khera, Julie Krueger, David Kwok, Ronnie Roberts, Satpal Sohal

Staff: Dana Hinman, Doug Lein, Tiffany Dickman

In Attendance: Ashley Mohoric (for Bob Fraser), Chantelle Herburger, Sharon Khera, Julie Krueger, Ronnie Roberts, Satpal Sohal; Doug Lein, Tiffany Dickman

I. Call to Order

- Meeting called to order by Doug Lein

II. Roll Call

- See Attendance (above)

III. Introduction and order of Speakers

- Jeff Marcell, Senior Partner, TIP Strategies
- Thomas P. Kennedy, CHA, Kennedy & Mohn, P.S.
- Jill Boltmann, Business Development and Account Manager, Apex Media
- Eric Christenson, Principal, Apex Media
- Bob Brooks, Financial Planning Manager, City of Auburn

- Lunch -

IV. Review of 2007 Business Plan & Budget, 2016 Budget Amendment

- Sections of the 2007 business plan were moved into a PowerPoint, and edits were made to incorporate the Board's vision, goals, strategies, tactics and grant funds (all content to be assembled into an updated business plan and approved at a future meeting).
- 2016 Budget was discussed. Budget amendment to be prepared for 2016 funds in order to be presented to City Council for approval.
 - Satpal Sohal motioned to approve 2016 Budget Amendment.
 - Chantelle Herburger seconded the motion.
 - All in favor; unanimous.

V. 2017/2018 Budget

- Numbers were discussed, proposed and agreed to.
 - Chantelle Herburger motioned to approve 2017/2018 budget numbers.
 - Sharon Khera seconded the motion.
 - All in favor; unanimous.

VI. Consolidation of LTAC and Tourism Board meetings

- This is not a motion to combine the committees themselves, just the meetings. Meetings would be structured to have both groups meet together (possibly quarterly), with an executive session for the LTAC members immediately following the each meeting. Start of quarterly meeting scheduled TBD.

Ronnie Roberts motioned to consolidate meetings.

Chantelle Herburger seconded the motion.

All in favor; unanimous.

VII. Review of FTE & Job Description

- Although staffing is needed, the group feels it would be best to see what the Marketing Consultant proposes for the remainder of 2016.

- Discussions included the staff's pay scale, time requirements (i.e. full-time or part-time), characteristics, benefits, and reporting structures. Furthermore, it was discussed if the person hired should be a City employee, or a contract employee of the LTAC Board. No decision was made on this topic, it will be revisited at a later meeting.

- Hiring staff is not viewed as an urgent need at this time, but all agree it would be great to have someone in place by the end of the year.

VIII. Adjournment

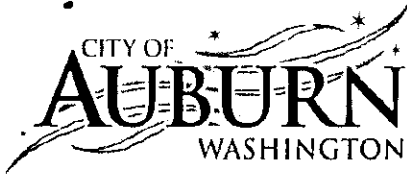
Next Meeting

NOTE: **May 12, 2016** – Meeting is **CANCELLED**

DATE: June 9, 2016

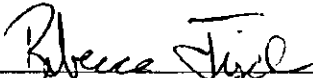
TIME: 3:00PM – 4:00PM

LOCATION: City Hall, 2nd Floor
Executive Conference Room



Nancy Backus, Mayor

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REBECCA FRISCH, CHAIR


LORRAINE CHACHERE, TOURISM COORDINATOR