CITY OF AUBURN WASHINGTON	**Auburn Tourism Board Meeting** **April 20, 2017 – 10:00 AM** **Auburn City Hall Conference Room 3** **MINUTES**

I. CALL TO ORDER

A. Roll Call

Meeting was called to order at 10:05am

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. APEX MEDIA

A. Website Presentation

There was discussion about demographics and whom to target and whether to host a writer. Economic Development Manager, Doug Lein, talked about international exposure through our sister cities.

Jennifer Tate from Earth & Sky Studios, LLC provided a preview of the website draft with discussion following, discussion about domain names.

It was agreed that there is a benefit to marketing locally as well as regionally.

Website launch should happen in a couple weeks. Jill recommended that digital advertising should happen right away as soon as the website is launched.

There was some conversation about the "Explore Auburn" logo.

B. Video Production Shoot Update

Jill Boltmann from APEX Media gave an update on the Video Production Shoot which is scheduled for April 29 and 30, weather permitting, with a completion date of June 1. Tourism Coordinator, Lorraine Chachere, explained that there will be a 15, 30, 60-second and 1-minute videos and described the narrative of the videos to the group.

Members reported on demographics at Muckleshoot, Emerald Downs and The Outlet Collection. A discussion followed about where traffic from the Auburn Tourism site is coming from.

III. **APPROVE MARCH MEETING MINUTES**

Board Member McAlister moved and Board Member Bray second to approve the March 16, 2017 minutes.

MOTION CARRIED UNANIMOUSLY. 7-0

IV. **REVIEW OF BUDGET**

Lorraine provided a sheet with a breakdown of the budget.

Chairwoman Frisch suggested that the focus of the next meeting should be primarily on budget and the distribution of the funds for different advertising and market endeavors, in an effort to time things with the launch of the new campaign.

V. **ACTION ITEM**

A. **Selection of Deputy Chair**

Board Member Bray motioned and Board Member Roberts second to approve the selection of Board Member McAlister to the position of Deputy Chair.

MOTION CARRIED UNANIMOUSLY. 7-0

VI. **DISCUSSION ITEMS**

A. **Economic Development Plan**

Doug explained his vision for the Economic Development plan as having new material, the video, the website, the marketing plan, the media buy, and how much is in the budget to work with.

There was discussion about fragmentation due to not having one cohesive person in the City over PR, marketing, multimedia.

The concern was raised that either Cevado should allow access for making changes in the code if needed, or the Committee should be aware of how much it would cost to have that work done.

Doug informed the Committee that when the design is done, we will own all the rights and all the native files of all the hours of video that were done, and they will be turned over to us on a hard drive.

A request was made to provide to the Committee how many email addresses have actually been entered to find information about events that pertain to the Committee, including zip codes, to help identify how to digitally market.

B. Identify Short- and Long-Term Goals for ATB

Chairwoman Frisch identified short term goals to work on: website and video, looking at the budget and the marketing endeavors and reforecasting or changing it as necessary, and looking at the logo.

VII. AUBURN EVENT CALENDAR

Chairwoman Frisch reminded the Committee about access to the Auburn Events Calendar and encouraged them to add events.

VIII. NEXT MEETING: THURSDAY, MAY 18 10:00AM IN COUNCIL CHAMBERS

Discussion will include reforecasting, budget, and logo.

IX. OLD BUSINESS

No additional old business was discussed.

X. NEW BUSINESS

No additional new business was addressed.

XI. ADJOURNMENT

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

APPROVED this 18th day of May, 2017.

Rebecca Frisch

REBECCA FRISCH, CHAIR

Holly Ferry

HOLLY FERRY, BOARD SECRETARY