



**Auburn Tourism Board Meeting
APRIL 18, 2019 – 10:00 AM
COUNCIL CHAMBERS
AGENDA**

I. CALL TO ORDER

Roll Call

II. APPROVE APRIL SPECIAL MEETING MINUTES

III. OLD BUSINESS

- Develop a 2019 Tourism Marketing Plan
 1. Define Objective
 2. Identify Strategies /KPIs
 3. Execution Design and Timeline
 4. Identifying Analytics

IV. NEXT MEETING

- Next ATB Meeting:
Thursday, May 16 at 10AM in Council Chambers

V. ADJOURNMENT



**Auburn Tourism Board
Special Meeting
APRIL 9, 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 Rachael McAlister; Board Members Ron Roberts; Julie Kruger; Malia Dale; Kacie Bray; Edgar Vidal.

Staff Present: Doug Lein, Economic Development Manager.

II. APPROVE MARCH MEETING MINUTES

Board Member Roberts motioned to approve the March meeting minutes. Board Member Dale seconded the motion.

MOTION PASSES UNANIMOUSLY 6-0.

III. NEW BUSINESS

1) Review 2019 Lodging Tax Grant Applications

- a) The Hops & Crops Music & Beer Festival event application was reviewed and discussed after Vice Chair McAlister recused herself and departed the room.

Board Member Bray motioned to allocate \$6,000 towards the Hops & Crops Music & Beer Festival. Board Member Krueger seconded the motion.

MOTION PASSES UNANIMOUSLY 5-0.

- b) The applications submitted by the Valley Cities Geocaching Adventure/ GeoTour and the Korean Amateur Sports Association were reviewed and discussed.

Board Member Roberts motioned to allocate \$2,500 to the Valley Cities Geocaching Adventure/GeoTour event, and \$2,500 to the Korean American National Sports Festival event. Board Member Dale seconded the motion.

MOTION PASSES UNANIMOUSLY 6-0.

2) Emerald Downs Marketing Proposal

The marketing collaboration proposal with Explore Auburn was reviewed and discussed after Board Member Vidal recused himself and departed the room.

Upon the Board reconvening, Vice Chair McAlister declared there would be no action taken on the proposal.

IV. NEXT MEETING

- Next ATB Meeting:
Thursday, April 18 at 10AM in Council Chambers

V. ADJOURNMENT

There being no more business to discuss, the meeting was adjourned at 10:57AM.

RACHAEL MCALISTER, VICE CHAIR

LORRAINE CHACHERE, TOURISM COORDINATOR