



**Auburn Tourism Board Meeting
April 18, 2019 – 10:00 AM
Council Chambers
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 10:01am by Vice Chair McAlister.

Board Members present: Vice Chair Mc Alister; 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.

II. APPROVE APRIL SPECIAL MEETING MINUTES

Board Member Dale motioned to approve the February meeting minutes.

Board Member Roberts seconded the motion.

MOTION PASSES UNANIMOUSLY 5-0.

III. OLD BUSINESS

1) 2019 Marketing Initiatives

The summary of the 2019 Goal Planning Session Summary that took place at the January meeting was presented. The 2019 Marketing Calendar and marketing budgeted were also presented. Coordinator Chachere asked for direction from the Board towards marketing goals for the remaining 2019 year. It was requested of Coordinator Chachere to have a projected list of expenses of projects, tradeshow to determine how to make recommendations for the marketing budget.

Discussion centered on the possibility of cross promotional collaborations with a couple of Board Members expressing an interest for visitors at an attraction to see what is at other Auburn tourism assets such as signage on the walls at The Outlet Collection, backdrops unique at each location, in turn encouraging a visitor to tag the location and build a greater online presence for Explore Auburn. A strategic collaboration to yield a larger ROI such as to partner with Emerald Downs with smaller dollar amounts to a more qualified audience was also discussed.

2) **Emerald Downs Marketing Collaboration Proposal (Agenda Modification)**

Because the live race horse season begins on Saturday, the discussion of partnering with Emerald Downs to access their 250,000 annual attendees with Explore Auburn offerings was brought up. Manager Lein encouraged the Board to consider a partnership with one of the three tiers of sponsorship with Emerald Downs as presented at the last meeting as the partnership would align with goals just stated.

Regarding the signage Board Member Bray suggested a contest centering on visitors uploading photos with the #exploreauburn to increase Explore Auburn hashtag and online presence. A winner would receive a travel package. Additionally, the Board expressed a desire to be added to the email list to view these marketing pieces to view these marketing pieces that Emerald Downs sends.

Vice Chair Mc Alister motioned to accept the Tier 1 Level of Sponsorship of the Emerald Downs Partnership Program with the caveat of including one social media post per month, fifteen # posts per month. Board Member Roberts seconded the motion.

MOTION PASSES UNANIMOUSLY 5-0.

IV. **NEXT MEETING**

The May meeting is on Thursday, May 16th at 10AM in Council Chambers.

V. **ADJOURNMENT**

There being no more business to discuss, the meeting was adjourned at 11:33AM.



RACHAEL MCALISTER, VICE CHAIR



LORRAINE CHACHERE, TOURISM COORDINATOR