



**Lodging Tax Advisory Committee  
Meeting  
April 11, 2018 – 10:00 AM  
Council Chambers  
MINUTES**

**I. CALL TO ORDER**

The meeting was called to order at 10:43 am by Chairwoman Nancy Backus.

In attendance: Mayor Nancy Backus, Bob Fraser, Susan Roberts, Christian Faltenberger )  
Excused Absences: Satpal Sohal, Aman Ghag, Andy Cho

Staff present: Doug Lein, Economic Development Manager; Lorraine Chachere, Tourism Coordinator

**II. APPROVE FEBRUARY MEETING MINUTES**

Committee Member Faltenburger motioned to approve the February Special Meeting minutes. Committee Member Fraser seconded the motion.

MOTION PASSES UNANIMOUSLY 4 – 0.

**III. OLD BUSINESS**

**1) Rules of Procedure – Amendment**

A red lined version of the Rules of Procedure with cleaned up language reviewed by Legal was offered to Committee Members.

Committee Member Fraser motioned to approve the updated Rules of Procedure. Committee Member Faltenburger seconded the motion.

Chairwoman Backus pointed out that in the proposed amendments there is a 30 day notice of notifying the Secretary of the Committee. Because the Committee meets twice a year, this requirement may be problematic.

Motion is tabled until the length of notice required as well as if the five day requirement of the Agenda being given to the Committee references five business days is clarified by Legal. Coordinator Chachere will also find out as requested by Chairwoman Backus if telephonic meetings are permissible to be able to vote on the Amendments for the Rules of Procedures prior to the next scheduled LTAC meeting in November.



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**2) Tourism Updates**

**a. February 2018 Financials**

The February Financials were presented and Coordinator Chachere indicated that the approval of BA#5 was not included in the report yet had been approved.

**b. Spotlight Grant**

Auburn Tourism was selected as grant recipient for Port of Seattle's Spotlight Program in which the Port subsidizes the placement of an ad at a minimal cost to the grant recipient. Our ad will be placed in Concourse D and be displayed from April - June. It is all part of generating awareness of Auburn during shoulder season. Not just for locals who travel for business, but also for leisure travelers to learn more about Auburn from our tourism website.

Unfortunately, Auburn was not selected as a recipient in the Port's Tourism Marketing Grant program and Coordinator Chachere will speak with the Port's Tourism Director for feedback on the proposal submitted.

**IV. NEW BUSINESS**

**1) Adopt 2019-2020 Proposed Budget**

Manager Lein explained this was a conservative assessment of revenues from the three new hotels that will be built within the next year.

Chairwoman Backus pointed out that the calculations of the Reserves were not accurate. Coordinator Chachere will correct them. Committee Member Fraser suggested that because the LTAC only meets twice a year and to avoid more Budget Amendments, to bring the budgeted revenues by \$15,000 for 2019 and \$15,000 in 2020 to allow for the Tourism Board's planning and operations.

Committee Member Faltenburger motioned to approve the updated 2019 -2020 revenues to \$150,000 and for the 2020 marketing budget to \$160,000 to the anticipated revenue for the Tourism Budget with the corrections to the Budgeted Reserve Balance, the Reserve Restriction, and the Unrestricted Reserve Balance. Committee Member Fraser seconded the motion.

**MOTION PASSES UNANIMOUSLY 4 – 0.**



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- 2) Overview of 2019 Grant Application Process and Review Updated Application Package  
Coordinator Chachere provided a timeline, suggested criteria for recipient selection, scoring sheet, and amended applications and After Event Reports for the LTAC to review for the upcoming 2019 application process. It was met with approval from Committee Members to proceed.

**V. UPCOMING TOURISM MEETINGS**

- 1) **A Night at the Museum – Board Mixer on Tuesday, May 15<sup>th</sup> 5:30pm – 7:30pm**  
At last month's Tourism Board meeting, the Board decided they wished to have a social mixer to get to bring together the Boards (the LTAC, BIA, ADA) since we all have shared goals and objectives and can look to ways to work cohesively on various collaborations. An informal reception on Tuesday, May 15<sup>th</sup> from 5:30pm – 7:30pm graciously hosted at the White River Valley Museum.
- 2) **Auburn Tourism Forum – Tuesday, November 7<sup>th</sup> 9AM – 11AM**  
The goal of the Tourism Forum is to bring everyone together to share information, our progress of the year, and provide a glimpse of what to anticipate for 2019. It's all part of bringing the people and business together who share common goals as it pertains to marketing Auburn and ensuring Auburn thriving businesses, so everyone knows what Tourism is doing and we can figure out ways to help each other meet those goals. The reason it is in November and not in December is that the BIA has voted to not meet in December because it is a very busy time for their businesses. Therefore, to increase the likelihood of more business owners attending, it will take place in early November ahead of the holidays and busy retail season.
- 3) Next LTAC Meeting: **Wednesday, November 14<sup>th</sup> at 10AM in Room #3** in City Hall.

**VI. ADJOURNMENT**

There being no further business to discuss or conduct, the meeting adjourned at 11:28am.



*Nancy Backus*  
MAYOR NANCY BACKUS, CHAIR

*Lorraine Chachere*  
LORRAINE CHACHERE, TOURISM COORDINATOR

