



**Auburn Tourism Board Meeting  
March 21, 2019 – 10:00 AM  
Council Chambers  
MINUTES**

**I. CALL TO ORDER**

The meeting was called to order at 10:06am by Vice Chair McAlister.

Board Members present: Chairwoman Lara Mae Chollette (via phone); Vice Chair McAlister; Board Members Ron Roberts; Julie Kruger; Kacie Bray; Edgar Vidal.  
Excused Absence: Board Member Malia Dale.  
Staff Present: Lorraine Chachere, Tourism Coordinator.

**APPROVE FEBRUARY MEETING MINUTES**

Board Member Bray motioned to approve the February meeting minutes. Board Member Kruger seconded the motion.  
MOTION PASSES UNANIMOUSLY 6-0.

**II. OLD BUSINESS**

- 1) **Guest Speaker:** Dustin Lawrence, Senior Planner, City of Auburn  
During the discussion with Ingrid Gaub, Director of Public Works on wayfinding signage at the February Tourism Board meeting, several additional questions arose from Board Members that were more in the realm of Community Development. Planner Lawrence provided an overview of signs, relevant codes, murals, art, signage on vacant property.

Board Members expressed concern with the growth of the city the desire to keep visitors from traveling to surrounding communities for their needs, the ability to have attractive modern signage to replace existing ones, and how other cities have recently implemented signage, or even incorporates city gems into art via murals in a non-advertising fashion. With the prospect of Fieldhouse USA coming to The Outlet Collection brining a possible 1.5 million people to Auburn as they have done in other cities, the Tourism Board wishes to prepare for these visitors by ensuring visitors can be directed to tourism assets easily.

- 2) **Tourism Updates:**

- **Tourism Budget** – The financials through January 2019 were presented.
- **2019 Trade Show Calendar and Tourism Marketing Calendar** – A calendar with an overview of prospective tradeshow participation to generate awareness of Auburn as an ideal destination and cultivate hotel

bookings was provided for the year. As well as a community visibility calendar to have a presence in the Auburn area.

- **Port of Seattle Spotlight Grant** – With the low cost and visibility associated with the Port of Seattle's Spotlight Grant program, Economic Development Manager Lein encouraged the submission of an application for the program. Auburn was selected as a grant recipient and the ad that will be created by the City's Multimedia will be installed April 1<sup>st</sup> and run through Q2.

### III. NEW BUSINESS – ACTION ITEM

- **Emerald Downs Marketing Collaboration Proposal** –Board Member Vidal discussed Emerald Downs proposal for a marketing collaboration with Auburn Tourism for April - December 2019. The request was initiated by the Tourism Board at the June 2018 meeting.

Board Member Vidal expressed that an option in the proposal would exclusively promote Auburn hotels or the ability to work with hotels in surrounding communities that have expressed interest in a partnership with them. While the proposal focused on marketing Auburn hotels, Board Member Bray suggested that the focus be on Explore Auburn as significant time and resources were invested in the rebranding, and that the website itself promotes the hotels as well as other Auburn businesses.

A discussion ensued assessing maximizing benefits of pre-arrival vs. day of attendance at Emerald Downs, as well as promoting the Choose Your Own Adventure, visual signage such as on site banners, print/brochures. Based on the feedback given, Emerald Downs will provide another proposal to be evaluated at the Special Meeting on Tuesday, April 9<sup>th</sup>.

### IV. NEXT MEETINGS

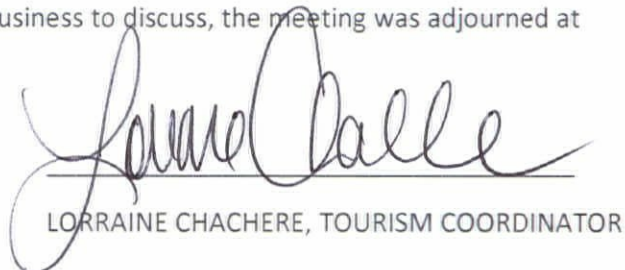
Special Meeting Tuesday, April 9<sup>th</sup> at 10AM in Council Chambers  
ATB Meeting, Thursday, April 18<sup>th</sup> at 10AM in Council Chambers

### V. ADJOURNMENT

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



RACHAEL MCALISTER, VICE CHAIR



LORRAINE CHACHERE, TOURISM COORDINATOR