



**Auburn Tourism Board Meeting
March 15, 2018 – 10:00 AM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

Roll Call – The meeting was called to order at 10:02 AM.

Board Members present: Chair Rebecca Frisch; Board Members Kacie Bray, Ronnie Roberts, Rachael McAlister, Carina Saucedo, Jim Wilson.

Excused absence: Ting Phonsanam, Julie Krueger, Vice Chair Ashley Mohoric, Tonia Jones.

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

II. APPROVE FEBRUARY MEETING MINUTES

Board Member McAlister motioned to approve the February meeting minutes. Board Member Bray seconded the motion.

MOTION PASSES UNANIMOUSLY 6-0.

III. OLD BUSINESS

1) Smarthouse Creative

- **Tourism Map** – The final draft of the tourism map was reviewed before sending it to the printers. Due to the number of draft revisions already met as outlined in the SOW, any changes other than misspellings or geographical placement for accuracy would entail additional tourism funds spent for procurement. A deadline for any feedback to be provided to Coordinator Chachere was given as Friday, March 16th at noon.
- **Marketing Update** – An audit of existing branding was provided by Smarthouse Creative with suggestions of improvement. Chairwoman Frisch requested:
 - Some Suggested Next Steps
 - Top 3-5 Focuses to work on
 - Accompanying Timeline
 - To See a Media Buy Plan
- **Port of Seattle Tourism Development Grant Programs** – Smarthouse Co-Founder & Principal Wilke revealed the image to be used for Auburn's ad placement at Concourse D at Sea-Tac

International airport as a recipient of the Port's Spotlight Advertising program. Coordinator Chachere indicated she had applied for the other Tourism Development Grant Program offered by the Port of a matching grant for tourism development of up to \$10,000. Coordinator Chachere mentioned recipients would be notified 3-4 weeks after submitting their application.

2) Tourism Updates

- **Budget Update** – The financials for January 2018 was provided. Additionally, a Budget Amendment #5 was submitted to Finance for the \$61,000 of the Unrestricted Reserve to be allocated to the Marketing (Professional Services) line item for 2018 as requested in the ATB's November 16, 2017 meeting and as approved in the LTAC's February 6, 2017 meeting. An additional BA#5 was requested to carry forward \$35,600 that had been reallocated to the Marketing (Professional Services) line item for 2018 in BA#3 that was not used in 2017 as a marketing agency had not yet been engaged with tourism.
- **Highway Signage and City Requirements** - Based on interest expressed at a previous Tourism Board meeting as well as at the LTAC and BIA Rate Payer Board meetings about improving and expanding signage to generate awareness what services are available and to entice motorists to make a stop in Auburn, Coordinator Chachere researched the cost, requirements of highway signage and created a summary. As for possible opportunities, the Northwest Regional Representative for WADOT indicated said research would not be initiated unless applications from interested businesses are submitted. Should any business wish to be featured on a Lodging or Food sign, please consult with Coordinator Chachere for more information.
- **SHCA Hospitality Tradeshow** – Coordinator Chachere will have a booth for Auburn Tourism at the 2018 Seattle Hotel Concierge Hospitality Tradeshow. The tradeshow is aimed at bringing in offerings from around the Seattle DMA to give the Hotel Concierges options to suggest to their guests who wish to explore outside of the Downtown Seattle core. Auburn will be represented to inform Seattle Concierges that we could definitely be a gateway stop before returning to the airport or as visitors continue with their regional exploration of the PNW. Manager Lein showed the Board the convention booth and explained panels for tourism could be purchased to swap out the manufacturing related ones.

IV. NEW BUSINESS

- **Social Mixer with ADA, BIA, LTAC** – To continue outreach efforts with other organizations that have common goals and promote further collaboration and interaction, Chairwoman Frisch inquired if the Tourism Board wished to have a mixer to meet more businesses and partner stakeholders in an informal setting. All Board Members present agreed it would be a worthwhile endeavor to undertake.

V. **NEXT MEETING**

The next meeting will be on Thursday, April 19th at 10AM in Council Chambers

VI. **ADJOURNMENT**

There being no more business to discuss, the meeting was adjourned at 11:29AM.



REBECCA FRISCH, CHAIR



LORRAINE CHACHERE, TOURISM COORDINATOR