



**Auburn Tourism Board Meeting
February 15, 2017 – 10:00 AM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

Roll Call – The meeting was called to order at 10:05AM.

Board Members present: Chair Rebecca Frisch, Vice Chair Ashley Mohoric, and Board Members Kacie Bray, Rachael McAlister, Tonia Jones, Julie Krueger, Carina Saucedo, Jim Wilson.

Excused absence: Ting Phonsanam, Ronnie Roberts.

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

Board Member Carina Saucedo, Sales Manager of Clarion Inn was welcomed to her first Board Meeting as she was voted in by City Council on February 5th.

II. APPROVE JANUARY MEETING MINUTES

Board Member McAlister motioned to approve the December meeting minutes. Board Member Krueger seconded the motion.

MOTION PASSES UNANIMOUSLY 8-0.

III. OLD BUSINESS

Tourism Updates

2018 Lodging Grant Recipients – As a result of the four applicants providing addendums to specify the intended use of funds should they be awarded grants at the request of the LTAC, the LTAC recommended passed a motion unanimously to request a budget amendment of \$6,200 to be able to grant the Committee's recommended amount of \$16,500 for \$7,500 to Tough Mudder, \$3,500 for Petpalooza; \$3,500 for Veterans Day Parade; and \$2,000 for Seattle Parrot Expo because \$10,300 was allocated for 2018 for Community Grants.

Several Board Members expressed concern of the amount designated by the LTAC to fund Tough Mudder as the event is not in Auburn, it is marketed as Tough Mudder Seattle, that the ROI is uncertain, and it is not known what are the actual number of Auburn hotels here. It was also wondered why the ATB is not involved in the decision making process as they are tasked with the operations of the fund. Board Member Krueger suggested that the ATB make an initial recommendation in September to LTAC on the 2019 Lodging Grant applicants. Chairwoman Frisch inquired if the LTAC should be making the recommendation to the ATB on the

applicants. Coordinator Chachere pointed out that the Ordinance creates a system in that the ATB makes recommendations to the LTAC which then makes those recommendations to Council.

It was suggested that the 2019 Lodging Tax Grant application process be advertised to Visit Seattle, the Washington Tourism Alliance, and the Washington Festivals and Events Association to reach encourage more events to be held in Auburn.

WA Tourism Alliance – Coordinator Chachere shared that a bill to finance a state funded tourism agency which gained traction in the last legislative season has now passed the Senate and is being introduced at Committee in the House this week. It would be a the first time since 2011 that Washington would have a state funded tourism agency to market and promote destinations throughout the state. Last session, there were funds set aside for the creation of a state marketing plan that has recently been released.

Tourism Presentation – Board Member Krueger commended Chairwoman Frisch for her presentation of Tourism achievements to City Council at the January 22nd Council Study Session. It was requested if that portion could be created to send to the LTAC. Coordinator Chachere will request Multimedia to create that video and will send it to everyone when it is available.

IV. **NEW BUSINESS**

Smarthouse Creative conducted a workshop with the Board based on the following questions below. The answers will be transcribed and a report made available in the near future.:

1. What do you consider to be the top three most interesting attractions in the Auburn area?
2. What do you consider to be the most compelling elements of your own attraction/business?
3. What types of promotion efforts have worked in the past for your attraction/business?
4. What types of promotion efforts have NOT worked in the past for your attraction/business?
5. How would you describe the City of Auburn?
6. How would you NOT describe the City of Auburn?
7. Where do you see the City of Auburn in ten years?
8. If budget were not a consideration, what type of marketing campaign would you like to see for the City of Auburn?
9. Which image, tagline, or creative direction would you suggest best encapsulates what the City of Auburn has to offer visitors?

V. **NEXT MEETING**

The next meeting will be on Thursday, March 15th at 10AM in Council Chambers

VI. **ADJOURNMENT**

The meeting was adjourned at 12:30PM.