

**Auburn Tourism Board Meeting
January 18, 2018 – 10:00 AM
Auburn City Hall Council Chambers
MEETING MINUTES**

I. CALL TO ORDER & ROLL CALL

A. Roll Call

Meeting was called to order at 10:08 a.m.

Board Members present: Chair Rebecca Frisch and Board Members Kacie Bray, Vice Chair Rachael McAlister, Tonia Jones, Julie Krueger, Ashley Mohoric, Ting Phonsanam, Ronnie Roberts, Jim Wilson.

Excused absence: N/A

Staff Present: Lorraine Chachere, Tourism Coordinator; Doug Lein, Economic Development Manager; Holly Ferry, Administrative Staff

II. APPROVE DECEMBER MEETING MINUTES

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

MOTION PASSES UNANIMOUSLY 9-0.

III. OLD BUSINESS

- 1) **Marketing Agency Selection** – Smarthouse Creative was chosen as the marketing agency for the City and Tourism.
- 2) **4th Quarter Marketing Campaign Results** – A summary of the performance and results of the digital marketing campaigns launched on Facebook and YouTube promoting Downtown Auburn and the holiday happenings as well as Auburn as a tourism destination was handed out.
- 3) **City Council Update Study Session January 22nd at 5:30pm** – Chairwoman Frisch and Vice Chairwoman McAlister have volunteered to deliver the annual report to City Council at the next Study Session. It was asked if any other Board Members wished to join as they are welcome to join them.

IV. NEW BUSINESS

a. Tourism Updates

- 1) **November Budget Report** – Financials through November 2017 were provided. It is estimated that at the end of FY2017 that actual revenues collected by the state were to be \$15,000 over projected estimates.
- 2) **2018 Calendar of Events** – All of the known events for 2018 have been listed on the Tourism website, so if there are any additional ones to be added, Coordinator Chachere requested those event details and any relevant images be sent to her to be included from here on out.
- 3) **Cruise Connections Conference & Port of Seattle Tourism Development Grants** – Coordinator Chachere announced she will be attending the conference hosted by the Cruise Industry and the Port to learn information about the latest cruise trends, opportunities, and the grant programs offered by the Port of Seattle.
- 4) **Motorist Information Signage on Highways & Wayward Signage** – As the topic of signage has arisen in both the LTAC and the ATB, Coordinator Chachere indicated that she will research the requirements and possibilities for highway and city signage.
- 5) **Election of 2018 Chair and Vice Chair** – It was motioned to add the election of the Tourism Board's Chair and Vice Chair to the agenda to be in compliance with the Rules of Procedure.

Board Member Bray motioned to add the election of the Chair and Vice Chair to the agenda. Board Member Roberts seconded the motion.

MOTION PASSES UNANIMOUSLY 9-0.

Board Member Krueger motioned to nominate Chairwoman Frisch to be Chairwoman for 2018. Board Member Bray seconded the motion.

MOTION PASSES UNANIMOUSLY 9-0.

Board Member Roberts motioned to nominate Board Member Mohoric as Vice Chair for 2018. Board Member Wilson seconded the motion.

MOTION PASSES UNANIMOUSLY 9-0.

**V. FEBRUARY MEETING:
THURSDAY, FEBRUARY 15th at 10AM in COUNCIL CHAMBERS**

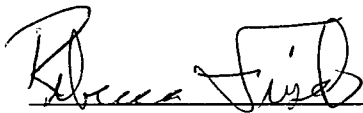
VI. DOWNTOWN WALK THRU

Everyone in attendance departed together to meet with local business owners, learn an update on planned Downtown development, and receive an update of the Heritage Fire.

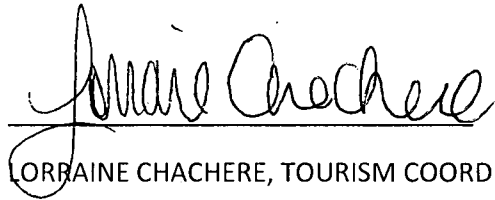
The first stop on the tour was at Gosanko Chocolates in which Board Member Roberts shared an overview of his business with everyone. Next, was a stop at the Rainbow Café in which the Tourism Board met Giovanni DiQuattro, the owner. The Board then stopped at the Auburn Valley Creative Arts and volunteers there explained the concept of the space, the art, and the classes offered. The Board then stopped at the Transit Station to gauge a space potentially to market to commuters. It was recommended that the use of the space be brought up with Smarthouse for their recommendations.

VII. ADJOURNMENT

There being no further business to come before the Board, the meeting adjourned at 11:55 PM.



REBECCA FRISCH, CHAIR



LORRAINE CHACHERE, TOURISM COORDINATOR