



**Auburn Tourism Board Meeting
JANUARY 17, 2018 – 10:00 AM
Council Chambers Conference Room
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 10:06am by Board Member Mc Alister

Board Members present: Board Members Rachael Mc Alister; Malia Dale Lara
Mae Chollette.

Excused Absence: Board Members Ronnie Roberts and Julie Kruger.

Staff Present: Lorraine Chachere, Tourism Coordinator.

II. APPROVE DECEMBER MEETING MINUTES

Board Member/Acting Chair Mc Alister motioned to approve the December meeting minutes. Board Member Dale seconded the motion.
MOTION PASSES UNANIMOUSLY 3-0.

III. OLD BUSINESS

1) Tourism Updates

Membership Updates & 2019 Meeting Schedule

Karrie Schofield is working at another property outside of Auburn and is not a resident thus being ineligible to serve on the Tourism Board.
The meeting calendar for 2019 Tourism Board was distributed.

Tourism Budget Update – The financials through October 2018 were presented again as the November financials have not been made available by Finance yet.

- **Q4 / Q1 Ad Campaign Update** – The performance reports generated by Sermo for the ad campaign were discussed.
- **Auburn Adventure Film Festival** – While the ticket sales are low, it is hopeful that there will be an increase in same day sales. For adventure activities that had not generated sales, those events were cancelled out of due diligence and stewardship of the fund for monies not committed. There have been a couple of last minute changes

impacting a couple of film blocks, but the Festival Director is working on securing alternate films to replace them. An email blast with a coupon code has gone out to offer 50% discount to spur more sales.

- **Meeting Planner Resources on Explore Auburn website:**

A template has been provided by the web design company. It will be shown at the next Tourism Board meeting as it should be more fleshed out once content has been provided. The bid for the design came in at \$2,650 well below the \$3,200 the Tourism Board had previously authorized for the spend.

- **2019 Tourism Goals**

A handout was provided of the summary of items discussed at the previous month's meeting.

IV. **NEW BUSINESS**

- **Elect Chair and Vice Chair**

Board Member Chollette motioned to elect Board Member Chollette as Chair of the Tourism Board and Board Member Mc Alister as Vice Chair for the 2019 year. Board Member Dale seconded the motion.

MOTION PASSES UNANIMOUSLY 3-0.

- **Review 2019 Lodging Tax Grant Applicants**

Because the Auburn Area Chamber of Commerce is no longer coordinating the Slick Watts 3 on 3 Tournament and it is now being organized by The Outlet Collection, the lodging grant applicant for the event will not be considered as The Outlet Collection is a for profit and ineligible to receive lodging tax grant funds according to the RCW.

The applications for the Seattle Parrot Expo and the Geocache events were reviewed and discussed. Chairwoman Chollette motioned to recommend to the LTAC to extend the 2019 deadline to encourage more applications for the remaining \$11,500 allocated to the grant program, and for the Tourism Board to have a Special Meeting on April 9th at 10AM to review any other applications. Board Member Mc Alister seconded the motion.

MOTION PASSES UNANIMOUSLY 3-0.

- **GRC 2019 Wedding & Events Show – March 2, 2019**

Coordinator Chachere explained that the organizers of the event had contacted her for a collaboration of the event to promote the event.

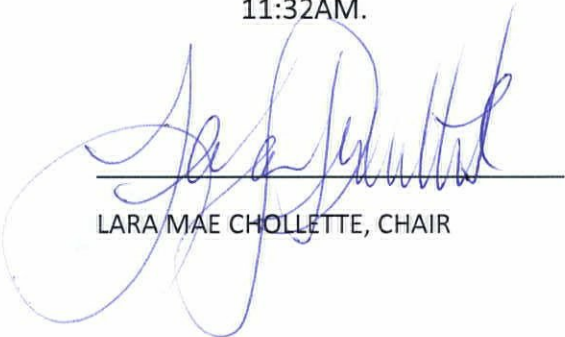
The City assisted with the design of a poster, and Coordinator Chachere requested that additional Auburn businesses be extended the opportunity to participate in the event and provided a list of potential vendors and venues. Green River College was looking for additional financial support, possibly with the poster distribution. While Coordinator Chachere provided the 2019 Lodging Tax grant application to them, a completed one was not returned by the deadline. Discussion ensued amongst the Board Members and it was suggested that the design and printing of the event poster should remain the only commitment and that no further tourism funds be used for marketing the event.

V. **NEXT MEETING**

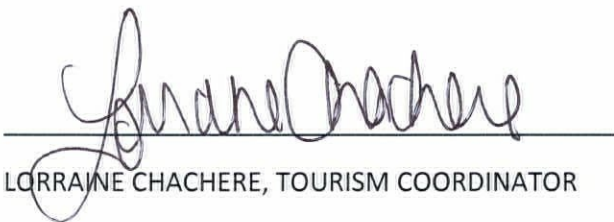
Next ATB Meeting: **Thursday, February 21st at 10AM in Rom #3 in City Hall.**

VI. **ADJOURNMENT**

There being no more business to discuss, the meeting was adjourned at 11:32AM.



LARA MAE CHOLLETTE, CHAIR



LORRAINE CHACHERE, TOURISM COORDINATOR