

**LODGING TAX ADVISORY COMMITTEE & AUBURN TOURISM BOARD  
MEETING MINUTES**

Wednesday, January 11, 2017 @ 3:00PM  
25 West Main Street City Hall, **Council Chambers**

**LTAC BOARD MEMBERS:**

Nancy Backus, Andy Cho, Bob Fraser, Julie Krueger, Ronnie Roberts, Satpal Sohal

**ATB BOARD MEMBERS:**

Nancy Backus, Andy Cho, Bob Fraser, Dana Hinman, Julie Krueger, Ronnie Roberts, Satpal Sohal, Rebecca Frisch, Chantelle Herburger, Jamelle Garcia, Jonathon Shea, Aman Gheg, Tonia Jones, Reggie Matto, Ashley Mohoric, Chris Wehmeyer

**STAFF:**

Dana Hinman, Doug Lein, Lorraine Chachere

**In Attendance:** Andy Cho, Bob Fraser, Chantelle Herburger, Tonia Jones, Julie Krueger, Ashley Mohoric, Ronnie Roberts, Doug Lein, Lorraine Chachere

**Not Present:** Nancy Backus, Dana Hinman, Rebecca Frisch, Jamelle Garcia, Satpal Sohal, Reggie Matto, Chris Wehmeyer

**AGENDA:**

- I. **Call to Order**
- II. **Roll Call**
- III. **Approve December 8, 2016 Meeting Minutes –**  
Chantelle motions to approve the December 8<sup>th</sup> Meeting Minutes. Ashley seconds the motion. Motion passes unanimously.
- IV. **Marketing Update– Jill Boltmann, APEX Marketing**  
Jill presented the included addendum on the 4<sup>th</sup> Quarter Media Buy.

**About & Analysis & Board Discussion**

The campaign centered around marquis events for holidays and was an analytical test to create a baseline to measure future campaigns on. The hotels did not see an increase in bookings, as it was explained that Christmas time is not typically busy. A Christmas Story, the Musical enjoyed full audiences at its showings and this was the first time Parks had scheduled a production coinciding with the holidays.

Yet, there was a surge of views to the tourism website page on the days that the radio ads were broadcast. Most of the visits to the site were from Seattle and Auburn. It was questioned how success was measured, as the Seattle area visitors are less likely to overnight in Auburn. Doug has ordered the STAR report to obtain more data.

NYE events enjoyed success for Auburn Wine & Caviar (sold out), the Quarters (three seatings), Muckleshoot which the party venues were at capacity; Oddfellas's Rainier Room was at less than half of capacity for their event.

#### **Recommendations**

- To gain overnight stays will also benefit retail.
- Having partnerships with events and venues will allow sharing of assets.
- The possibility of coopting funds with other organizations to boost marketing efforts, yet we have to step up the quality so that if there is a perceived value, we can then ask to collaborate with other entities.

Bob asked if there was a brochure. Lorraine pointed out that the rebranding and imagery is missing and until it is completed by APEX based on their contractual commitments, we cannot proceed to integrate marketing materials.

#### **Ski & Stay Packages**

The packages would comprise of lift tickets to be received at the hotel at the time of check-in, transportation to the ski resort, and hotel stay all booked through tourism site so that it is measurable. Chantelle felt that it is too late of a program to launch, that we've missed the season. In terms of marketing, we are playing catch up, but it would be more powerful to have everything lined up and focus on for next season.

#### **Spring Quarter**

The focus should be on completing the video, website and print campaigns. The 2017 Visit Seattle Travel Planners ad that we were contractually obligated to complete that Debbie had signed was passed around. Lorraine brought up the issue of ROI on this particular print campaigns as in years past an average of \$25,000 has been spent to be included in Visit Seattle publications. Perhaps diverting those funds to a medium that brings higher return should be examined and with less seasonal challenges. Doug encourages to make a smarter media buy.

Also, a Parrot show that usually is held in Des Moines or Federal Way has now been scheduled for Auburn. It brings in many people beyond just the immediate area.

#### **V. Review of Budget through November 30, 2016**

It was requested that the beginning fund balance be removed from the top as it creates confusion of the total budget amount and of what is restricted and unrestricted on the LTAC Budget Snapshot.

A revised October Snapshot was circulated as the one previously distributed had already the \$25,000 for the 4<sup>th</sup> Quarter Media Buy already deducted from it, as that is the amount that was allocated for the media campaign. Yet the first invoice was only just recently received.

#### **VI. LTAC & ATB Membership**

- Ordinance Revision for Restructuring LTAC & ATB and Procedures – Drafts of Resolution 6634 were passed around for review. It has already been discussed at a recent council study session. It will be presented to city council for a vote on Tuesday, January 17<sup>th</sup>. The

nuances were passed around in a summary for each board and can be referenced in the addendums in the December meeting minutes.

- Application Process – Lorraine has received the completed interest forms from those who wish to continue their service. The next step is to complete the online application through the website once the Ordinance has been passed.
- Next LTAC Meeting – **Tuesday, February 14<sup>th</sup> at 10:00AM** in the Council Chambers
- Next ATB Meeting – February TBD

VII. **Hotel Support**

- **Hotel Service Training Workshop – February 8<sup>th</sup>, noon – 2pm** in the Council Chambers will be the next workshop aimed at any hotel employee looking to sharpen their customer service skills.
- **Hotel Concierge Directory** – The finished draft was passed around for review. It will be finalized and passed around to the hotels for use at their front desk for employees, guests, and visitors in the next few days. The City will also provide a version geared towards residents of Auburn at designated city offices to encourage the inclusion of Auburn residents to ‘Explore Auburn’.
- **Hotel Concierge Newsletter** – There were some printing issues, yet the January one is ready and will be distributed to hotels with the directories.

VIII. **Review 2017 Lodging Tax Grant Applications Received**

Only four applications were received despite two months of the application process being open. The 2017 grant candidates are: Tough Mudder, the 2017 Petpalooza, the 2017 Veteran’s Day Parade, and the 2017 Geocaching event, all previous grant recipients from last year.

The LTAC will decide at its first meeting in February of the top contenders. It was asked if it was necessary to award grants this year, it is not a requirement and the decision is based on what the LTAC collectively decides. It was also suggested that weight be given to events that are actually held in Auburn.

IX. **Adjournment**

Chantelle motions to adjourn. Bob seconded the motion. The motion passes unanimously.