



**Tourism Board
Regular Meeting
August 21, 2025 - 10:00 AM
1 East Main Street
Second Floor - Conference Room 2**

AGENDA

PUBLIC PARTICIPATION

- A. The Tourism Board Meeting scheduled for Thursday, August 21, 2025, at 10:00 a.m. will be held in person and virtually.

Join Zoom Meeting

<https://us06web.zoom.us/j/81996658917?pwd=XpKi9O6Ot7JaEw5zArZKxiPGxu8ktF.1>

Meeting ID: 819 9665 8917

Passcode: 668640

One tap mobile

+12532158782,,81996658917# US (Tacoma)

+12532050468,,81996658917# US

CALL TO ORDER

ROLL CALL

AGENDA MODIFICATIONS

AUDIENCE PARTICIPATION

This is the place on the agenda where the public is invited to speak to the Board on any issue.

- A. The public can participate in-person or submit written comments in advance. Participants can submit written comments via mail, fax, or email. All written comments must be received prior to 5:00 p.m. on the day before the scheduled meeting and must be 350 words or less.

Please mail written comments to:

City of Auburn

Attn: Jenn Francis, Economic Development Manager

25 W Main St

Auburn, WA 98001

Please fax written comments to:

Attn: Jenn Francis, Economic Development Manager

Fax number: 253-804-3114

Email written comments to: jfrancis@auburnwa.gov

If an individual requires accommodation to allow for remote oral comment because of a difficulty attending a meeting of the governing body, the City requests notice of the need for accommodation by 5:00 p.m. on the day before the scheduled meeting. Participants can request accommodation to be able to provide a remote oral comment by contacting the Community Development Department in person, by phone (253) 215-8744, or by email (jfrancis@auburnwa.gov).

APPROVAL OF MINUTES

- A. May 15, 2025 Minutes from Tourism Board Meeting

ANNOUNCEMENTS, REPORTS, AND PRESENTATIONS

- A. Introduction of New Board Member Recruitment and Approved Rules of Procedure Handout - Jenn Francis
- B. Hotel/Motel Fund Update - Jenn Francis

DISCUSSION ITEMS

- A. Tourism Activity Update – Kacie Bray

ADJOURNMENT

Agendas and minutes are available to the public at the City Clerk's Office and on the City website (<http://www.auburnwa.gov>).



AGENDA BILL APPROVAL FORM

Agenda Subject:

May 15, 2025 Minutes from Tourism Board Meeting

Meeting Date:

August 21, 2025

Department:

Community Development

Attachments:

May 15, 2025 Tourism Board
Minutes

Budget Impact:

Administrative Recommendation:

Background for Motion:

Background Summary:

Councilmember:

Staff: Jason Krum



**Tourism Board
Special Meeting - Time Change
May 15, 2025 - 2:00 PM
City Hall Council Chambers, 25 W Main
Street, Auburn WA, 98001**

MINUTES

CALL TO ORDER

call to order at 2:01PM

PUBLIC PARTICIPATION

No public participation.

ROLL CALL

Ronnie Roberts, Rachel McAlister, Melia Dale

AUDIENCE PARTICIPATION

Jeannie - Sales and event coordinator from Dave & Busters visiting. Potential applicant for the board.

Jake Plancich - Marketing coordinator at Outlet Collection visiting. Potential applicant for the board.

Julie - Muckleshoot casino visiting. Potential applicant for the board.

ANNOUNCEMENTS, REPORTS, AND PRESENTATIONS

Jenn Francis provided update on hotel/motel fund.

Application received from Pacific Raceways requesting \$100,000 for a sponsorship package.

- A. Hotel/Motel Fund Update - Jenn Francis

DISCUSSION ITEMS

Jenn and Ronnie sent out a joint letter to a number of people to join the tourism board hoping for applications. Jenn explained the application process and appointments by council.

Kacie provided digital updates.

Kacie provided marketing updates.

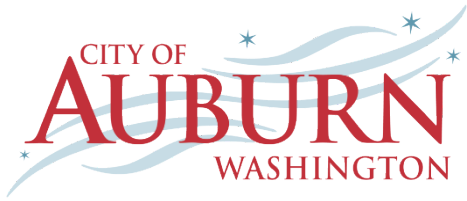
Kacie provided sponsorship updates.

Kacie provided events updates.

- A. Update on Recruitment of New Board Members - Chair Ron Roberts & Jenn Francis
- B. Digital Update - Kacie Bray
- C. Marketing Update - Kacie Bray
- D. Sponsorship Update - Kacie Bray
- E. Events Update - Kacie Bray

ADJOURNMENT

meeting adjourned at 3:02PM



AGENDA BILL APPROVAL FORM

Agenda Subject:

Introduction of New Board Member Recruitment and Approved Rules of Procedure Handout - Jenn Francis

Meeting Date:

August 21, 2025

Department:

Community Development

Attachments:

APPROVED- ATB Rules and Procedures - July 2025

Budget Impact:

Administrative Recommendation:

Background for Motion:

Background Summary:

Councilmember:

Staff: Jason Krum

CITY OF AUBURN

AUBURN TOURISM BOARD

RULES OF PROCEDURE

DRAFTED JULY 2025

AUBURN TOURISM BOARD - RULES OF PROCEDURE

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CITY OF AUBURN TOURISM BOARD

RULES OF PROCEDURE

We, the members of the City of Auburn Tourism Board, do hereby adopt, publish, and declare the following Rules of Procedure:

I. NAME:

The official name of the City of Auburn Tourism Board shall be the “Auburn Tourism Board.” The membership and terms of office of the members of the Auburn Tourism Board shall be as provided in Chapter 2.77 of the Auburn City Code (ACC).

The board shall serve in an advisory capacity to the mayor and city council, and to the lodging tax advisory committee for the purpose of planning and promoting tourism related activities. (Ord. 6041 § 1, 2006.) The Auburn Tourism Board shall make recommendations to the lodging tax advisory committee for budget, planning and be tasked with executing the operational goals and objectives to increase tourism.

II. MEMBERSHIP:

1. The Auburn tourism board shall consist of not more than ten members appointed by the mayor and confirmed by the city council, who shall serve at the pleasure of the city council. The members shall be residents of the city or have a current licensed business in the city of Auburn.
2. Members of the Auburn Tourism Board are prohibited from being members of the Auburn Lodging Tax Advisory Committee. (Ord. 6041 § 1, 2006.)
3. Terms and Vacancies: Subject to the provisions of chapter 2.30 of the city code and at the pleasure of the city council, members of the Auburn Tourism Board shall serve for a term of three years or until appointment of a successor member, whichever is later. (Ord. 6041 § 1, 2006.)

III. MEETINGS:

1. All meetings will be held at the Annex Building, located at 1 E Main Street, Auburn, Washington, 2nd Floor - Conference Room 2 unless otherwise directed by the Chair of the Auburn Tourism Board.
2. Meetings of the Auburn Tourism Board shall be conducted in conformity with the requirements of the Washington State Open Public Meetings Act, Chapter 42.30 of the Revised Code of Washington (RCW). Executive sessions can only be held in accordance with the provisions of Section 42.30.110 RCW
3. The Auburn Tourism Board shall meet monthly when there is new official business to transact, and hold additional meetings as the chairperson or a majority of the tourism board deem necessary. (Ord. 6041 § 1, 2006.)
4. Regular meetings shall be held on the third Thursday following the first Monday of each month, and shall be open to the public. The meeting shall convene at 10:00 A.M. unless otherwise directed by the Tourism Coordinator or the Chair.
5. Special meetings of the Auburn Tourism Board shall be at the call of the Chair. Special meetings of the Auburn Tourism Board may also be called by the Deputy Chair of the Tourism Board. A minimum notice of 24 hours shall be provided for special meetings in accordance with State law.
6. If quorum is not reached by the RSVPs in advance of the meeting, a meeting may be canceled at the notice of the Chair provided at least 24 hours in advance.
7. Except as modified by these rules of procedure, Robert's Rules of Order, Newly Revised, most current version, shall govern the conduct of the meetings.
8. The Auburn Tourism Board may conduct business in closed session as allowed in conformity with Section 42.30.140 RCW.
9. An agenda shall be prepared in advance of every regular and special meeting of the Auburn Tourism Board. Meeting agendas and materials on items on an agenda for a regular meeting shall be provided to members of the Auburn Tourism Board not less than five (5) days in advance of the regular meeting. Meeting agendas and materials on items on an agenda for a special meeting shall be provided to members of the Auburn Tourism Board as promptly in advance of the meeting as can reasonably be accomplished.

IV. AGENDA:

An agenda shall be prepared for each meeting consisting of the following order of business:

1. CALL TO ORDER
Roll Call/Establishment of Quorum
2. Approval of Minutes
3. New Business
4. Old Business
5. Next Meeting Details
6. Adjournment
7. Additional items may be added to the agenda by the Auburn Tourism Board.
The Chair shall have the discretion to amend the order of business.

V. ELECTION OF OFFICERS:

1. The officers of the Board shall consist of a Chair and a Deputy Vice Chair elected from the appointed members of the Board and such other officers as the Board may, by the majority vote, approve and appoint.
2. The election of officers shall take place once each year at the Board's first regular meeting of each calendar year. The term of office of each officer shall run until the subsequent election.
3. The vacancy of the Chair or Vice-Chair during his or her term of office shall be filled for the remaining term of office by the Mayor and confirmed by the City Council. The Chair would be replaced by the Vice-Chair of the Auburn Tourism Board.

VI. CHAIR:

1. The Chair shall preside over the meetings of the Board and may exercise all the powers usually incident of the office. The Chair shall be considered as a member of the Board and have the full right to have his/her own vote recorded in all deliberations of the Board. Unless stated otherwise by abstention or nay, the Chair's vote shall be considered to be affirmative for the motion.
2. The Chair shall have power to create temporary committees of one or more members. Standing committees of the Board shall be created at the direction of the Board and appointed by the Chair. Standing or temporary committees may be charged with such duties, examinations, investigations and inquiries relative to one or more subjects of interest to the Board. No standing or temporary committee shall have the power to commit the Board to the endorsement of any plan or program without the approval at the regular or special meeting of the Board.
3. The Deputy Vice Chair shall in the absence of the Chair, perform all the duties incumbent upon the Chair.

4. In the event of the absence of the Chair and Vice Chair, the senior member of the Board present shall act as Chair for that meeting or may delegate the responsibility to another member.

VII. SECRETARY:

A member of City staff shall act as the Secretary for the Auburn Tourism Board and shall keep a record of all meetings of the Board and its committees. These records shall be retained at the City Clerk's Office.

All public hearings shall be electronically recorded verbatim and a summary of the discussion and actions will be recorded as Meeting Minutes.

VIII. QUORUM:

A simple majority of the appointed members shall constitute a quorum for the transaction of business. A simple majority vote of the quorum present shall be sufficient to take action on the matters before the Board; provided that if at any time during the meeting, a quorum is no longer present, the meeting may only continue for the time and duration necessary to fix a time for adjournment, adjourn, recess or take measures to obtain a quorum.

IX. ABSENCE OF MEMBERS:

In the event of a member being absent for two (2) consecutive regular meetings, or being absent from 25% of the regular meetings during any calendar year, without being excused by the Chair, the Chair may request that the Mayor ask for his or her resignation. To be excused, members must inform the Auburn Tourism Board's secretary or the Tourism Coordinator in advance of the meeting date if they cannot attend a scheduled meeting.

X. VOTING:

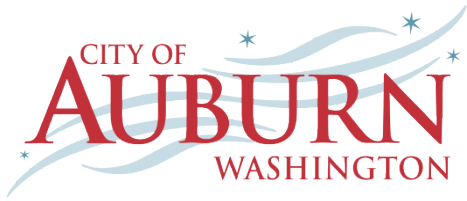
- A. Any member, including the Chair, not voting or not voting in an audible voice shall be recorded as voting in favor of the motion.
- B. The Chair, Secretary, or upon request from a Board member, may take a roll call vote.
- C. It is the responsibility of each member of the Auburn Tourism Board to vote when requested on a matter before the full Board. However, a member may abstain from discussion and voting on a question because of a stated conflict of interest or appearance of fairness.
- D. If any member of the Auburn Tourism Board wishes to abstain, from a vote on the motion, that member shall so advise the Chair and, if there is no objection to the abstention, shall remove and absent himself/herself from the deliberations and considerations of the motion, and shall have no further participation in the matter. Such advice shall be given prior to any discussion or participation on the subject matter or as soon thereafter as the member perceives a need to abstain, provided that, prior to the time that a member gives advice of an intent to abstain from an issue, the member shall confer with the City Attorney to determine if the basis for the member's intended abstention conforms to the requirements hereof. If the intended abstention can be anticipated in advance, the conference with the City Attorney should occur prior to the meeting at which the subject matter would be coming before the Auburn Tourism Board. If that cannot be done, the member should advise the Chair that he/she has an "abstention question" that he/she would want to review with the City Attorney, in which case, a brief recess would be afforded the member for that purpose before proceeding further.
- E. If a tie vote exists, after recording the Chair's vote, the motion fails. However, a motion for denial that fails on a tie vote shall not be considered an approval.

XI. CONFLICT OF INTEREST:

- A. Any member of the Board who in his or her opinion has an interest in any matter before the Board that would tend to prejudice his or her actions shall publicly indicate, step down and leave the meeting room until the matter is disposed. A member need only be excused from legislative or organizational action if the potential conflict of interest is direct and substantial.
- (1) No member of the Auburn Tourism Board may use his or her position to secure special privileges or exemptions for himself, herself, or others.
 - (2) No member of the Auburn Tourism Board may, directly or indirectly, give or receive or agree to receive any compensation, gift, reward, or gratuity from a source except the employing municipality, for a matter connected with or related to the officer's services as such an officer unless otherwise provided for by law.
 - (3) No member of the Auburn Tourism Board may accept employment or engage in business or professional activity that the officer might reasonably expect would require or induce him or her by reason of his or her official position to disclose confidential information acquired by reason of his or her official position.
 - (4) No member of the Auburn Tourism Board may disclose confidential information gained by reason of the officer's position, nor may the officer otherwise use such information for his or her personal gain or benefit.
 - (5) No member of the Auburn Tourism Board may take any action that is prohibited by Chapter 42.23 RCW or any other statutes identifying conflicts of interest.

XII. AMENDMENT:

The Rules of Procedure may be amended at any regular meeting of the Board by a majority vote of the entire membership. The proposed amendment should be presented in writing at a preceding regular meeting.



AGENDA BILL APPROVAL FORM

Agenda Subject:

Hotel/Motel Fund Update - Jenn Francis

Meeting Date:

August 21, 2025

Department:

Community Development

Attachments:

Hotel Motel Fund Report - July

Budget Impact:

Administrative Recommendation:

Background for Motion:

Background Summary:

See attached

Councilmember:

Staff: Jason Krum

2025 Hotel / Motel Fund Performance

Through July 2025

Hotel Motel Fund Revenues

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	2025 YTD Total	2025 Total Budget	2025 YTD Budget - July	Variance to Budget
Hotel/Motel Excise Tax	11,977	9,539	9,251	11,980	13,740	13,304	14,774	84,564	145,000	70,487	14,077
International Film Festival Admission	-	-	-	-	-	-	-	-	-	-	-
Investment Income	1,837	1,646	1,862	1,674	1,848	1,715	-	10,582	26,000	15,167	(4,584)
Total Fund Revenues	13,814	11,185	11,113	13,654	15,588	15,019	14,774	95,146	171,000	85,653	9,493

Hotel Motel Fund Expenditures

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	2025 YTD Total	2025 Total Budget	2025 YTD Budget - July	Variance to Budget
Other Wages	-	-	-	-	-	-	-	-	48,950	28,554	28,554
Benefit Expenditures	-	-	-	-	-	-	-	-	8,800	5,133	5,133
Office & Operating Supplies	-	-	-	-	-	-	-	-	3,200	1,867	1,867
Services and Charges	75	75	-	13,636	-	40,909	13,636	68,332	258,600	150,850	82,518
Transfers Out	-	-	-	-	-	-	-	-	-	-	-
Total Fund Expenditures	75	75	-	13,636	-	40,909	13,636	68,332	319,550	186,404	118,072
Fund Operating Income/(Loss)	13,739	11,110	11,113	17	15,588	(25,890)	1,137	26,814	(148,550)		

2025 Budgeted Beginning Fund Bal.

YTD Estimated Ending Fund Bal

Year: 2025
\$ 470,231
\$ 497,045