

General Membership Meeting
Thurs. January 19, 2011, 8:30am
Location: Latitudes

REPORTS/UPDATES:

* **SECRETARY:** Minutes for 12/15/11 (approve)

* **TREASURERS REPORT:** (Don Absent)

- To be reviewed next meeting

NEW BUSINESS:

GUESTS: 1. Michelle Long, Regional Manager/AppeteazersUSA

- Restaurant/bar tour company/ sat 1-5pm up to 50 people/5-7 different restaurant/bars/walking tours/sample free appetizer and discounted drink/brings people into establishment up to 2x month to get a taste of what you have to offer, hoping they will come back.
- Focus is on food
- Company started in Folsom
- encourages stop and shop at retail shops
- Downtown Auburn has been toured
- Locally owned businesses preferred
- Win for the City (people will come back)
- Fundraisers: Provided to organizations/30-50% of ticket price to support org.
- Also do "Themed" crawls
- Age group is 21 and over
- 20-30 minute stop at each location
- Tickets are \$30 for food

2. Leadership Auburn Signage project

- No new information.

3. "Shadow Box" at north end of Café

- No new information

4, Outside music.

- We got caught using CDs for town music. Linda received packet that informs of fees charged to play outside music. More to come.

5. BID: Linda Requested documentation to reassess fees. List of delinquent old town members will go into collections.

OLD BUSINESS:

1. By-laws: Should complete this month

2. PCVC Visitors Guide ad: No news

3. Landscape Maintenance: Contract will be sent out so all can review and understand the expectations.

4. Car Shows:

Marilyn will come up with a date for the Car Show that will be put on this summer.

Heritage Event: Melanie Barton: 8/11 AND 8/12, dates for Heritage Event

OPEN COMMENTS:

Opportunity to discuss an item not on the agenda, *time permitting.*

-No open comments

*** WINE FESTIVAL NET:** Marilyn

- Downtown might not be interested in doing it; Chamber may take over the event. Old Town has no intention of canceling the event. The Vintner's Association may get involved.

*** COUNTRY CHRISTMAS:** Linda

- 600 shuttle riders total for the 2011 event

*** OTAPS:** Linda R.

- Still issue with heating and air unit

- Linda and Betty G. drafting guidelines concerning tenant issues

- Board meeting coming

*** AUBURN POLICE DEPT:** Officer Bill

- Mary Belles graffiti: Public works responsible for cleaning up

- Other graffiti around town exists as well

- Linda will email Public Works about cleaning up graffiti around town

WEBSITE UPDATE: (Mike O'Brien)

- (December) 6742 hits with 3345 face book fans

- No stats on mobile device website until next month

*** CHAMBER/PCVC:** Mike Holmes

- 3/7/12: Joint chamber govt. affairs meeting in Auburn: Dewitt Center

- State of Community dinner 5/11 at the Ridge

- City app may be ready to go 2/25

- Old Town area: Asking Richard Yue to clean up Brewery Lane area

- 8hr Parking lot above Bootlegger's: Ballistic Detailing was up there washing cars. Mike questioned him. No license to do this in city or in parking lot. He has been given a letter informing him to stop washing cars in this parking lot.

* **CHAMBER/PCVC:** Mike Holmes (Cont'd)

- Now have confirmation that 6 buildings have officially been put on The National Register of Historic Places within Auburn.
- The six buildings are: The Old Town Firehouse/Firehouse on El Dorado/ City Hall on Lincoln Way/Odd Fellows building/Masonic Hall/Placer County Bank Building on Lincoln Way
- Melanie Barton can be contacted if you would like historic information on your lot or building your business resides in
- 100th anniversary of the Mountain Quarry's bridge celebration is scheduled in March
- Union Pacific Railroad celebration (sesquicentennial) (150th) coming; no details yet
- 2/25: Bureau of Reclamation and California Parks agreement will be signed. This means availability of funds.
- Train trestle: Some talk of it getting painted/ The railroad said it can be painted using local funds/Cal Trans, CHP would have to be involved & it would be a very intensive process.
- Placer County Visitors Center: Still in progress.
- There was discussion on city signage to direct visitors to key places. There will be a community effort to upgrade these signs.
- New chamber president: There will be a request for Richard to attend the general meetings

* **OLD TOWN TOURISM:** Gloria (absent)

* **PHONE APP:**

- Names and addresses have been loaded.. Next few weeks there should be a mock-up of the app for review

***EASTER EGG EVENT:** Virgi

- Virgi is still moving forward and has created a description for the event

Adjourned: 10:20
