



OTBA General Meeting

Thursday, January 19th, 2017
8:30 am

Meeting began at 8:30 at Bootleggers restaurant with Cole Cotter, Brandy Alvis, Dave Johnson, Patty Dooley, Kristen Marquis, Gary Moffat, Kelly Neff, John Lynch, Linda Moffat, John Stanley, Nell Curran, Matt Wozniak, Sam Hales, Mike O'Brien, Matt Kenar, Mary O'Brian, Brandon Buriani, James Wermes, Kelly Cunningham.

Treasurer's Report- General account= \$11,461.31
Post Office account= \$6,908.55

Webmaster Report- Mike O'Brien reported that OTBA has 7,000 Facebook friends. This was a nice surge thanks to the activity created by Country Christmas in terms of videos, adds and boosts. He is working on stats, which are taking longer due to our adoption of a new networking platform. Mike also went over the huge growth in social media as a main advertising venue across all markets- far more use compared to print, TV, Billboards, etc. Also FAR more affordable.

General Business

- The new owners of the Victorian Park Hotel hope to open in early spring. Will have the 6 acre property remain historic and in keeping with Old Town. They will offer Bed & Breakfast to patrons and also use it as an event/wedding venue.
- Nell purchased a desk/display antique piece for the post office to house the "visitor's center" retail items for customers. Maura at the main V.C. has agreed for us to use some of their merchandise for inventory. Hoping this will be ready at the end of February.
- A Taste of Chocolate happens 2/12, Sunday, this year. Participating merchants will provide 200 pieces of chocolate for patrons. 50% of the event proceeds go to OTBA.

Recommendations- A general discussion was led by Brandy Alvis about what business owners would like to see happen in 2017 as far as budget spend, events, OTBA goals, and creative ideas. Some comments for consideration:

- ✓ More participation is always needed to keep things fresh and innovative
- ✓ OTBA needs a master calendar that also considers other area events that may contribute or detract
- ✓ Brandy would like individuals to put “pen to paper” some of their main ideas
- ✓ Gary plans to write a column about the two large Auburn events (Festival of Lights and the 4th of July parade) that tend to completely leave the OT area out
- ✓ The building owners should show pride in their structures, keeping them safe, attractive, rented and open for tourists and visitors to OT
- ✓ The inclusion of music, food and cultural events is important to facilitate new experiences and attract new visitors
- ✓ Events ought to be evaluated before they are planned again. They need to either bring revenue to OTBA or customers to our businesses or they are simply a budget drain
- ✓ Valet parking on weekends, or other parking solutions (such as all employees park off the street and enforce it) surely helps our patrons shop, eat and enjoy

Next General Meeting will take place at Bistro 103 at 8:30 February 16th .