

OTBA BOARD MEETING  
Feb. 2, 2012 – Awful Annies – 8:30 a.m.  
MINUTES

GENERAL BUSINESS:

BY-LAWS: Mailing to be completed by next General Meeting

Best way to get through our district system asap!

- Has to be done by ballot and US mail
- We will create a packet with updated by-laws with changes in ‘red’ (old version and new version) on a cover page
- Property owners can vote, but have to pay their BID to qualify
- Bill Clough to create the cover page

REPORTS:

1. Wine Festival Financials: Marilyn
  - Will approach the Vintners association to get answers on receiving money
  - OTBA should consider running future Wine Festivals as we’re hearing that Downtown may not participate anymore
  
2. Taste of Chocolate: Linda
  - Tickets should be received today to sell (200 tickets max will be sold)
  - Need to finalize list of what everyone is serving
  - Working on entertainment
  - KAHI may be in parking lot – they are asking for a fee
  - Chocolate dipping demo will be at the Courthouse
  - 22 merchants plus 8 in mall will participate
  - Need more raffle prizes donated

BUDGET UPDATE: As of Jan. 31, 2012: Don

BID: Delinquencies/Review for possible lower re-assessment

ASCAP: Music/PA system: Don

Budget:

- \$61,690 brought in
- \$63,690 spent

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\$2,000 over budget

## Budget cont'd:

- Would like to start a budget committee (through General Meeting) to figure out how to trim some moneys. \$1,000.00 goal. Will revisit BID and create some savings
- ASCAP: They have been paid for event music: This should suffice for any other groups that may come in to check on us.

## NEW BUSINESS/Misc:

1. City Banner enforcement: Linda
  - Voted to relax the banners previously. Up for City Council vote again.
  - Suggesting a banner permit for 30 days, City enforced
2. Hayes Lot: Don
  - Lots of discussion between Brian and Don: Brian is warning that the parking company will start towing cars
  - Process for towing is unclear
  - Suggested ticketing more frequently instead of towing
  - Don mentioned parking not enforced in the evening
  - A request for insurance to be paid by OTBA for lot
3. J & J Sports Adventure Race & Scavenger Hunt May 5<sup>th</sup>: Linda
  - Will take place from ARD through Old Town
  - 10am race starts
4. Landscape Contractor: Don
  - Talk to a board member for any issues and not directly to landscaper
5. Tin Building Draft: Don
  - We have a color model that was reviewed
  - Lattice work: Blocking Tio Pepe view of shed: suggest removal of lattice
  - Remove shrubbery, paint firehouse red and not replace lattice, add new plants
6. PCVG Ad: Linda
  - Voted to put map in magazine, will get proofs at next board meeting
  - 2500.00 budget for half page ad
7. Movie nights: List created of Disney/Pixar movies: We made some suggestions

8. Walking Tour Map update: Linda
  - Lots of merchant movement, so waiting to update
9. Car Show date: Marilyn
  - No date yet: Maybe incorporate a show with another event and have it in afternoon instead of evening/ideas coming
10. Easter Scavenger Hunt: Virgi (absent)
11. Web Fee's: (Change to Marketing Interface Person)
  - Flat rate(\$300) & 'other' costs, i.e.;
  - 10<sup>th</sup> of an hour increments/Marketing & Advertising(\$60 per hour)
  - Three websites are maintained
  - Graphics for events are included in fee's
  - Video production and interface with advertising people
  - Some clerical work can be farmed out to others
12. Appetizers Event March 17<sup>th</sup>:
  - There are about 5 participants so far for Old Town, need 7
13. Steppin' Out Magazine Ad:
  - Ad with \$500 limit will be created if agreed dollar amount
14. Phone App: Mike
  - Prototype out any time

## CALENDAR OF EVENTS 2012

Complete: All

## ACTION ITEMS:

1. City Banner enforcement: See above
2. Steppin' Out Ad: See above

Adjourned: 10:25