

Old Town Business Association

Marketing Meeting Minutes

Friday, March 12, 2010

Location: Tsuda's Eatery

Linda Robinson/Chairman (530-888-1585)

In Attendance: Melanie Barton (Placer Museums), Marilyn Iams (M and Company), Kathy Arnold (Red Poppy), Laurie Nelson (Trader), Jim Wesley (Auburn Journal), Mike O'Brien (webmaster), John (Sierra Moon), Alex Carnahan (Tsudas), Linda Robinson (Sun River)

AMGEN: Alex gave a full report on behalf of the Amgen Committee: The City essentially has no money for promotion or expenses. This race is essentially America's version of the Tour de France. Working with the City, Chamber and business districts is critical for the success of this opportunity. "French cities have to bid for a race like this. This is a gift for Auburn".

Wants and needs were outlined today. One JumboTron screen for live feed of the race has allegedly been secured for the Downtown area, and another for OT would be extremely advantageous.

We discussed what logistical items may be required to Old Town for Amgen.

Mentioned were:

- JumboTron or large Flat Screen TV
- Risers for visitors
- Banners
- Parking – Shuttle
- Info sheet with map
- Porta-potties
- Toters/Trash receptacles
- Bike Parking and Lock up
- Water Bottle Buckets in front of stores
- Hospitality and VIP areas: Tents?
- Pancake breakfast

JOHN: He will try to track down a JumboTron from a friend and contact fairgrounds for Risers & cost.

MELANIE: Will contact "kid" groups, scouts (older) to be Sentinels at strategic areas to pass out info/maps w/ balloons attached for easy recognition. She will get info on the "Blue" Tahoe Trolley's.

JIM: Will approach restaurants for involvement before local service clubs are invited to participate for

Water bottle buckets, OR. This can also be an OTBA driven activity with proceeds to go back to OTBA.

Parking: Use surrounding vacated car dealer parking lots, Domes, Library with signage and shuttle service.

ALEX: Will ask Brian Hays and Ty for use of their parking lots for hospitality tent locations and will ask Chamber what cost for services will be shared, ie, toilets, toters, etc.

LINDA: Will oversee Set up and clean up with CofC and youth groups, toters, toilets (placement), permit assistance and coordination and general misc. Need bike lock up station maybe using Placer Hi Athletic Teams as Valet Watch? Possible using the Hill property or closer.

MIKE: Is setting up an OT Amgen webpage for general information and contacts. Also volunteered to make up flyer/map/info sheet for handing out to visitors.

We could really use service clubs involved: Native Sons, Lions Club, Rotary, Jeep Club, Fire Dept for organizing pancake breakfast, clean up and hospitality.

PROPOSED BUDGET: Left open

COUNTRY CHRISTMAS: All committee members in favor of resurrecting to Dec. 11th & 18th from 5-9pm

Will be ready for motion and Action Item vote @ general meeting March 18th.

ART WALK: April 8th, June 10th, August 12th, Oct. 14th. Plan to increase merchant participation in displaying art. Plan to provide music venues throughout Old Town. Linda, Kerry & Pat Brown are working with Placer Arts on behalf of Old Town.

CINCO DE MAYO: Linda/Co Chairman – This year, will include a “Salsa Making” contest for Old Town restaurants.

Auburn Dining Divas will help assemble “tasting kits” to sell to general public for voting. Best Salsa wins the Trophy!!!

Ask merchants to decorate windows and stay open. Bob Iams and Laurie Nelson will help with vendor check in.

STREET FAIR: Sunday, May 23rd

HERITAGE TRAIL: Melanie Barton – MUSEUM TOUR from Roseville to Tahoe City, August 7th & 8th 10-4pm. 18 museums, 3rd annual, see’s 4 to 6K visitors. OT has 6 museums within a ¾ mile radius. Will include all Historical Societies, Trail Guide. Asking OT merchants to self promote and be involved.

NEED: Updated Shopping Guides and the City Walking Tour Map. Get ready for Spring handouts, now. Who has the templates???

NEWS: Betty Nelson’s space has been vacated. New tenant is Gloria Padilla, an antiques shop owner from Newcastle. Judee Webb will take the back room space. New carpet to be installed.

Betty Gadberry’s building is now rented by Rich & Stefani Gargan for a new Art Gallery.

Next meeting: Tentative for Thursday March 25th, 9am, Tsuda’s for progress reports on Amgen.

his was a good meeting. We put a lot of ideas and thoughts on the table. Good support and enthusiasm. Thanks for attending.

Linda Robinson