

Old Town Business Association
Marketing Meeting Minutes
04-14-2011
MaryBelle's Restaurant

1. AMGEN BANNERS/HARDWARE: Committee
 - a. Bikes on Posts/Sculpture/Window Decorations/Cow Bells/EZ up to sell
 - b. Amgen Street Dance: Sell Cow Bells for \$2.00
 - c. Set up EZ up during dance to sell & during Amgen Race
2. WINE FESTIVAL: Apps were sent to previous OT participants. Need 10 for OT
3. RECOLOGY: Linda: Waiting for Sue Dossa to meeting with the Corporation to decide on level of project they will do on behalf of Old Town.
4. MOVIE NIGHTS: On schedule
5. CAR SHOW: All confirmed. Awful Annies will have continuous Happy Hour! Food Court restaurants signed up. KAH! music & advertising paid
6. PENNY PRESSING MACHINE: Put on hold for now
7. PAY-PAL: Don has account set up with \$75. vendor fee pmt available
8. PCVC Magazine: Board recommends we pass and revisit next year.
9. CHANGE OTBA MEETING DATES: Reese has accepted position with the PCVC Board & has requested OTBA switch Board meeting with General meetings. Revisit
10. GETAWAYS MAGAZINE: Suggested that we take a look at this magazine
Melanie Barton is using magazine for Heritage Festival Aug. 6,7,8, 2011. 1/6 pg for \$250. 1/2 pg for \$750. More details needed.
11. REPAINT VENDOR #'S: Don found a company for reflective tape. One roll will cover all spaces @ \$361.00 Set date to update.
12. PLACER HIGH WOOD SHOP: Alex says students have nothing to do. Willing students to design & build wood planter boxes. 16th Century design. No hardware. Cedar or Redwood. OTBA recommends that students start with 2 and submit to OTBA for approval. Size 2' x 4'
13. CHAMBER MIXER: OTBA June 16th. Need restaurants to sign up for food. OTBA will pay \$50. to each restaurant who provides appetizers.

14. BOARD NOMINATIONS: Elections June 16th. Ballots need to be mailed by 6/1.
15. MIKE HOLMES: Procissi Lot moving thru City process. Sign Ordinance. Fire House. Renovation to start with stable weather.

ACTION ITEMS:

1. PCVC Visitors Guide Magazine: Board opted out. Defer to General for vote.
2. Change meeting dates: Board opted to maintain dates for now. Defer to general
3. PAY-PAL: Board opted to set up account for vendor convenience. Vote to general.
4. LANDSCAPE CONTRACTOR: Still pending decision

Attendance: Linda, Alex, Don, Kathy, Marilyn, Mike Holmes, Mike O'Brien, Lynn Madonna, Reese Browning