



OTBA General Meeting
Thursday, May 19th, 2016
8:30 am

Meeting began at 8:30 at Old Town Grill restaurant with 18 in attendance. Thank you all for coming.

Treasurer's Report

John Dooley presented the Treasurer's report for Patty.

The final Street Fair numbers were: 129 paid booth rentals; gross revenue of \$8,810.50; total expenditures \$2,014.00, so we netted \$6,796.50 for the event. We did a \$100 paid Facebook promotion that reached 10,800 people, and our organic reach was 2,900.

Goals for the Fall Street Fair were presented, being: attracting new vendors, using press releases for media outreach, more vintage cars and music up Commercial Street, enhanced Facebook reach, negotiating Lions Club fees, and getting more volunteers, advertising on Craigslist. It was suggested that we add a "how did you hear about our event?" question on our registration page, so we can track our best outreach efforts.

Our balance in the General Account is \$16,773.47, and \$6,208.11 in the Postal Account.

Web Report

We've had 8,136 unique visitors to our site, mobile numbers unavailable. Facebook is up 75 likes to 6,340. Some of this is due to cross promoting, our Old Town website is drawing links to Holiday Inn.

It was reiterated how valuable cross promotion is on social media.

City

Daniel Berlant introduced Linden, the new owner of Auburn Coffee Company.

He then announced the addition of two electric car charging stations being installed in Auburn, one in Old Town, and one in Downtown as part of a Statewide project. There will be an app available for travelers to see where the charging stations will be located.

It is not certain where the charging station will be located in Old Town, most likely on one of the government owned lots.

Budget development for next year: revenue is up in Placer County, the best in many years, and one of the best in the State. The City will be awarded funds from the State, and there have been meetings regarding how best to distribute the funds.

A question was raised regarding any new developments on the hotel in Old Town, but as of this date there is no news. It is waiting for the Developer submittal.

Kristen voiced that we desperately need some sort of City intervention as far as vacant buildings and signage for Commercial Street visibility. Daniel is involved in ongoing discussions regarding what can be done.

Museums

Ralph Gibson: The Heritage Trail is coming up with more than 20 museums participating. There is a free admission day for this summer-long event that is broken up into geographical locations. In Auburn on June 18th at the Bernhart Museum, July 16th at Joss House and the Medical Museum and Courthouse. They are printing brochures, a calendar, and a bookmark that lists all 20 museums and their hours of operation.

They are seeking donations for a gift basket that will be awarded in July.

APD

Not present.

General Discussion :

Michael announced that there is a sign at the westbound Gold Run rest stop that is about 50 years old, and he is looking to update that to list freeway exits for Auburn.

Post Office: the Sacramento office has assured us that our contract will be available in 10 days. We are currently looking for other sources of income (Auburn tourist items like tshirts, postcards, etc.), to sell to help with revenue.

Antique Street Fair: previously discussed. We feel that overall it was a successful event, and have gained many new ideas to move us forward.

After Hours Mixer scheduled for Tuesday, June 14th, hosted by Carpe Vino: Please enter from Court Street. There will be appetizers and wine, door prizes and viewing of Carpe Vino's new event center.

Kelley reported that she had attended a meeting that had representation from every business district in Auburn regarding a unified Christmas marketing effort. There will be monthly meetings, so she will report back any new findings.

Elections: starting June 1st. We are looking for people that want to be on the Board. Watch your email for your ballot.

There is a Chamber Business Networking Event: June 1 at Recreation Park. Booths are still available.

Summer Movie Nights in Old Town: June 18th and July 16th. We are looking for volunteers.

Art Walk coming up June 3rd. It has been moved to Friday. The first one was quite successful.

On May 28th there will be a private non-sanctioned, Art and Wine Fair. They will be cordoning off part of the parking lot by the Gallery.

Gary Moffat and Michael Kent Murphy present an update on Herschel Young Park

Veronica Blake, the CEO of Placer Community Foundation was introduced and welcomed.

The goal of this project is to turn it into an asset for Old Town, and create a lasting memorial to Herschel Young. We need to identify it as a park.

The proposed scope of work is to transform it into an open, bright welcoming space with a landmark sign. The sign was approved long ago as part of our streetscape, but we lost our previous funding. We'd like to remove two trees (non-native), remove the planting area and the existing tree stump. We will also be removing all wood framed planters, while keeping the brick planters and improving the overall brick space.

There will be a new tree at entrance, we are keeping the stage shelter, and cleaning up the closet area. We are removing the newspaper display boxes and replacing with something more decorative. The water fountain will be revitalized. The fixed tables will also be removed, but we are adding 3 tables in the back and two in front with umbrellas. We will retain and repair the existing benches, and update waste receptacles.

There will be a dedicated bulletin board for public handbills.

We will be installing a roof off the utility shelter, putting corrugated roofing to match Carpe Vino, and rolling doors to screen Bistro 103's bins. There will be light posts and string lights, and maybe uplighting trees.

The Arts Commission is finding a suitable piece of art for the space.

All of this at an estimated cost of \$30,000.00. Possible funding sources: restaurants, key Patrons (private donations), create event fundraisers (A Taste of Old Town), and contributions/donations of building materials from local builder supply companies.

We can do this ourselves, but we are going to talk to the City to see how they can help.

Drawings are complete, we now just need to go through Historic review and City approval. Our aim is to complete by end of year.

There is also a parking/circulation plan included that has been proposed by Michael Kent Murphy for several years, that is being readdressed as a possible solution to our traffic and parking problems in Old Town.

The Economic Development Board is considering bringing back the Main Street Program.

Auburn Recreation District may have funds available, they will be maintaining the park.

The question of bike racks was brought up, and it was assured that they are included in the proposed traffic flow plan.

Matt Wozniak presents ideas for Gateway Beautification

Matt has completed a pictorial survey of over 100 items that need repair or correction.

He proposes that fix up the Maple Street exit surroundings, add color planting to the Chana monument, add bark or rock to the ground area to mitigate weeds in the planters.

He has also noted unsafe fencing where people can climb down into the tunnel and has personally witnessed kids doing just this.

On the freeway frontage at the exit under the sign he proposes color planting and is meeting with the Native Sons on June 6th to discuss their interest in being involved with this project.

He is working on a formal plan and budget, the next step will be to find and request funds. It was mentioned that the City at one time did maintain that frontage area under the sign.

The question was also raised of who owns/is responsible for the area around the statue? It was suggested that there may be funding available with the new sales tax revenue that could be used for our exit off the highway.

Linda Mundekis introduced herself as the new owner of Auburn Coffee Company. She gave us updates on the improvements to her business, and let us know that her background is in branding, graphic design, collective marketing and cross promotion. She suggested maybe doing a custom printed cup with OT businesses. They will be having their Grand Opening at the end of June.

Next meeting June 16th at Meat and Potatoes.