

OLD TOWN AUBURN MARKETING MEETING MINUTES

Date:5-27-10.

Location: TSUDA'S. 9AM

Attendance: Cheryl Kranich, Marilyn Ijams, Jim Wesley, Melanie Barton, Linda (Joss House), Alex Carnahan, John Lynch, Don Baker, Laurie Nelson, Jim Northey, Kerry Arndt, Mike Obrien, Brian Roat/Toni, Team from PCVC & Stepping Out!

AMGEN Discussed with Brian Roat & Toni Rosetta

Melanie/Marilyn: What did we get for our \$3100. Didn't get "live feed" as proposed. General feeling of disappointment & erroneous information. It was understood that we would have 2 smaller screens. One on top of Tsuda's & 1 on top of Gypsy Wind. Ended up with 1 on Tsuda's & 1 in alley on ground (not visible), One TV ended up in Bootleggers lot.

Purpose: Old Town activities planned w/knowledge & perception that the "live feed" would hold visitors longer. Felt that we were misrepresented. OT voted to commit up to but not more than \$5,000 for this event. Group did not know that OT paid for Bootleggers TV.

Brian: TV's: Four total: 3 for Old Town and JumboTron for Downtown. Funds used for screens & technology. Ten camera's were on the ground with hired technicians by Brian & Toni. One technician in Old Town. Plan was to have "feed" but as soon as race was over, the estimated 2500 people lined up in Old Town left immediately. Technician decided to disconnect 2 TV's & kept Bootleggers running.

Understanding that Norcal Beverage was to pay for 3rd screen for Bootleggers?

Toni: Made "peace offering" to console bad feelings & to settle doubts about the honor of what we were told & didn't happen.. Suggested they split the \$3,000 & they would write a check that day.

Comment: We didn't expect them to pay us back. The gesture was appreciated.

Post Production: Helicopter took overhead shots of racers & route during & after race with Placer County. Post Production is set up to bring Amgen back to Auburn next year since they are looking for places to do 2 & 5 year contracts. Brian hired production people (his money) to use for future, YouTube, websites and features involving City for long term projects. Specific shots taken for Old Town only use. Melanie asked for a specific outline for Old Town. In the end, we realized that this was an investment in our future. Issues resolved.

CRITERIUM Bike Race: Jim Northey/Organizer with Global Biorhythm Events & Endurance promoter. (530-368-1398) jimmyboy3@sbcglobal.net. Scheduled for Old Town Sunday July 25th. Different than Amgen. One route w/many groups. Start: 8am to 4:30pm. People stay all day. Race every 45 to 50 minutes. Not a flat course. Has a bit of everything .08 miles. Start/finish: Commercial St, left turn, in front of Post Office, up Sac Street. Street closures by APD starting @ 7am & reopen at 5:30. Not all of OT will be barricaded, just the actual route. Street parking for visitors. This event attracts families & Hays lot will be rented for family fun area. We will have color posters depicting event w/firehouse in background w/cyclist making turn. Shops will promote accordingly. Northey did not ask for "seed" money. With additional marketing meetings, specific plans will be made. For info: www.globalbiorhythmevents.com

STEPPING OUT MAGAZINE: Distribution: 100K copies. Investment/Downtown \$2400. Old Town \$1800, reduced to \$900. City donating \$300 & Brian & Toni donating \$300, leaving a cost to OT of \$300.

PCVA Visitors Guide: Distribution. 70K copies, beginning June 2010. One yr shelf life. Downtown paid \$5,000 for 4 pages. Our deadline created issues to respond quickly. We decided that we might take 1 page. Requested draft of exactly what our page would look like so we could make a decision. Draft forthcoming. Will review at next marketing meeting.

AUBURN MOVIE NIGHT: Scheduled for Wednesday nights in Old Town/Downtown beginning 6/23 in Old Town. Movie licensing an issue with Phenomenon. May need to choose another like Protocol filmed partly in Old Town in 1984. TBA. Looking for OT merchant support & sponsor opportunities, using OT Central Sq. Visitors bringing own chairs, restaurants offering movie night specials. More info at next meeting.

NEXT MARKETING MEETING: Friday, June 4th & Thurs. June 10th. 9am. Tsuda's. I know, we have lots of meetings right now but there are lots of exciting things happening in OT. Thank you for your enthusiasm & support for OT projects.
Linda Robinson. 888-1585