



OTBA General Meeting
Thursday, June 16th, 2016
8:30 am

Meeting began at 8:30 at Sip with 17 in attendance.
Thank you all for coming.

Web Report

Mike Obrien reports that our website had 9,530 unique visitors in May, our highest count ever. Facebook page has 6,376 likes, 307 visitors per day. Single Platform is down, so other stats are unavailable at this time. There are 553 websites that link/refer traffic to our site, aside from Google.

Other interesting notes: we get the most hits on our site at 10 am, our top referring searches are "Auburn CA" and "Old Town Auburn CA".

Gary Moffat : City Council Presentation

As covered in the Auburn Journal this morning, Old Town issues were presented at the last City Council meeting. The four-point plan was well received, with three of the items slated to be completed this year. Gary references the Bistro 103/Herschel Young Park being the catalyst for improvement, and Matt Wozniak's work to bring up specific aesthetic and safety issues. There was unanimous support from the Council with the discussion that funds should be available for Old Town improvement.

We need to convince existing building owners to maintain their properties. The City is willing to become involved with enforcement. Construction is slated begin on replacing the roof on the Café Delicias building very soon. We'll bring each other up as we improve. Herschel Young Park is a main focus for improvement.

Gary moves that the OTBA approve the plan to make improvements on Herschel Young Park and then the other improvements slated. Kristen Marquis seconds. 16 in favor, 0 opposed.

The Economic Development Committee is creating a plan focusing on Old Town specifically.

Linden brings up that in addition to these items, the signage for Old Town/Jury parking needs to be changed/improved. It was suggested to her to send a memo to OTBA regarding the issue, and we will present it to the City.

Gary extended an invitation to Matt to join him and Michael Kent Murphy as united ombudsmen between Old Town and the City, in hopes to gain more action/traction to move us forward. Matt was agreeable to the invitation.

Gary will next be asking for donations from Old Town businesses for the Herschel Young Park improvement plans.

At the end of Gary's presentation, John Lynch extended gratitude to Gary on behalf of the Board for hosting our afterhours mixer at Carpe Vino. It was an appreciated, well attended event, and a brief discussion ensued about carrying this idea forward.

Treasurer's Report

In our general account last month we had expenditures of \$4,984.73 and income of \$2,175.75, leaving us a balance of \$14,188.49 in the account.

The Post Office account remains virtually unchanged at \$6,308.17. The biggest expenses being Valerie that does our landscape maintenance, the Chamber of Commerce for a late billboard invoice from Country Christmas 2015 and the 2016 Spring Street Fair.

Accountant Ken Tokutomi, CPA

Ken has cleared up an issue with our name discrepancy, on official (IRS) documents our organization is Old Town Merchant's Council. We can still call ourselves OTBA, but moving forward on all tax filings and official documents we are to use the official name.

He also clarified that as a 501C6 organization, we are allowed to accept donations, and these donations are deductible as a business expense.

Shanghai Reunion

There will be a reunion celebration June 25 at the Fairgrounds in honor of the Shanghai's 120th year.

City of Auburn

Daniel Berlant reports that the City Council has approved funding for renovating the restroom building in Old Town. Work to commence immediately.

Matt Wozniak : Old Town "Gateway" Beautification Update

Matt opens a discussion to define procedure to improve communication with the City, with regularity so we don't "fall between the cracks". He maintains that it is the responsibility of the OTBA to communicate effectively those issues that we need the City to address. Without a mechanism or "loop" communication gets lost.

He proposes that we form a subcommittee for specific issues, reviewed quarterly, maybe with a phased approach on some issues, with the focus on our most urgent

priorities. As a group we decide in what order things should be addressed not only from a repair perspective, but from a beautification perspective and business development perspective.

Gary warns that we really need to maintain focus.

Brandy Alvis brings up traffic plan, and recommends that it should be addressed as a phase.

Daniel agrees that an OTBA/Council Committee would strengthen the process.

Gary Moffat mentions the proposed hotel, and that it has fallen off the radar. This hotel could potentially impact our town. He expects Daniel to keep us informed on any development on this project. We (OTBA) need to have input on large projects like this. Daniel replies that the Council has recommended that the Developer of this project reach out to Old Town businesses. He thinks that this project is stalled. The City is interested in getting a hotel, but at present unsure where.

Linda Robinson mentions that Recology wanted to have Old Town as an improvement project, this could be a great opportunity to get some of our needs met. She recommends we approach Sue Dosa at Recology. She also mentions that the Mormon Church is always looking for community projects to help with.

Post Office Update

Victoria at the Post Office has submitted her application to Colorado, and is ready to move forward when approved. Daniel recommends we do some lobbying on her behalf, perhaps getting an official endorsement from OTBA to the Postmaster General.

Historic Design Review

Katherine Yue is our OTBA representative on the Historic Design Review Commission and her term set to expire in July. Motion made and a second was made, 12 in favor, none against to extend her term. Katherine was invited to speak at our July Board Meeting.

APD

Officer reports that all appears to be well, nothing new of note.

Matt extended kudos to APD for their quick response time (approximately four minutes) when they had to call on a suspicious person in their establishment.

Patty Dooley mentioned that they had a problem with a person coming in the restaurant through the back door at closing.

The officer agreed that if you have an issue you should never hesitate to call.

Matt added that they have a wireless panic button from ADT that his employees are instructed to wear at closing. Response from APD is immediate.

Movie Night

Scheduled for June 22nd. Permits filed, barriers ordered. The small venue area will be cordoned off, and they are expecting 75-150 attendees. The movie will be Karate Kid, and will start at dusk. ARD manages this event, and they have fliers if we need them. It is a free event to the public. They are looking for volunteers.

Fall Antique Street Fair

In October, event already in our online registration program, Race Planner. OTBA businesses can rent booth spaces in front of their storefronts at 50% off. There are two emails scheduled, one just for OTBA, the second for participating vendors scheduled for July 1st. Registration will be linked to our website.

Lynn from Serendipity asked that we have an informational meeting between the new management of the Street Fairs and the people that have been involved previously, to discuss the transition. She raised concerns that the Street Fairs may not be drawing as many people as before, or as profitable as it once was. Patty Dooley, stepped in to assure her that the numbers are there, and this remains a profitable venture for Old Town.

Elections

Kelley read the results came as follows: Winners denoted with (*)

President

- *Dave Johnson (20 votes)
- Write In: Matt Wozniak (2)
- Write In: John Lynch (1)
- Write In: Gary Moffat (1)

1st Vice President

- *Nellie Currant (21 votes)
- Write In: Kristen Marquis (1)
- Write In: Matt Wozniak (1)

2nd Vice President

- *Kristen Marquis (21 votes)
- Write In: Lisa Ford (1)

Treasurer

- *Kelley Vestal-Neff (24 votes)

Secretary

*Patty Dooley (19 votes)
Write In: Robyn Beer (1)
Write In: Kelley Vestal-Neff (1)

At Large (Four Positions)

*Brandy Alvis (17 votes)
*Matt Wozniak (14)
*Robyn Beer (13)
*Jessica Haddad (12)
Linden Mundekis (8)
Tom Wangler (6)
Write In: Lisa Ford (1)
Write In: Gary Moffat (1)

John added his thanks for the past two years, he's happy to see Old Town grow and change. The general membership expressed gratitude for his service.

Patty noted that the bank will need a vote to accept the new Board.

John made a motion that we accept the new Board as elected, Gary Moffat seconded. The vote was unanimously in favor.

Welcome new Board!

Jessica Haddad noted that the billboard next to the Maple Street exit mentions Downtown Auburn but not Old Town and she expressed concern that tourists may be confused by the signage. It was agreed that we need to address it.

Next meeting July 21, location to be determined.