

OLD TOWN BUSINESS ASSOCIATION

GENERAL MEETING

Location: LATITUDES RESTAURANT

JUNE 16, 2011

REPORTS/UPDATES:

SECRETARY – Minutes approved for 5/19/2011

TREASURER: Don Baker absent

Linda reported that she gave the financial report to the City Council on 6/12/2011 for review of the OTBA BID.

MARKETING/PROMOTIONS:

AMGEN: Critique/Group: Would like ending route if Auburn is chosen again. Bob Ijams: Alehouse had special event. The OTBA needs to schedule pre-race events. Very small crowd in Old Town this year. Free Cowbells were a hit. Downtown had main staging area and vendors. It was noted that the VIP tents were lightly used.

WINE FESTIVAL: Oct. 8th. The OTBA will pay up front for 10 venues & collect from merchants 1/2. Arrange venues up Commercial Street & Medical Museum to enhance visitors to Ti Amo and Museum.

LANDSCAPE MAINTENANCE: On going. Board will review contractor at end of 90 day from contract date.

CAR SHOW: Scheduled for 7/28. KAHI will be entertainment. Goal is to have Beer Garden in the Hays Lot.

CHAMBER MIXER: Tonight 5:30 – 7:30. Lot is posted. Set up starts @ 4pm. Raffle gifts needed.

4th OF JULY: Monday this year. Kicks off with Pancake Breakfast @ 7am with kids games from 9 to noon. Peter VanBeckum manages this event.

APD: Volunteer Bill Chelonis reported that Chief Valerie Harris is retiring. Captain Ruffcorn is in negotiations.

CITY: (Mike Holmes): Mitch Hanna (owns center building on Commercial St) was proposed a tenant for a Disco Ball Room. Native Sons: Will impact their parking & ADA access: Placer County Air Pollution Dist is moving into new quarters next to Latitudes by 6/17; re-paving parking lot now. 23 employees. OTBA will include on email data base: StreetscapeII moving forward. State Legislature took action on Redevelopment funds to set aside for now. Linda will encourage City to help expedite process for the Procissi parking lot renovation.: The City Council voted 3-2 to include

Old City Hall & OT firehouse on National Register of Historic Places: Old buildings can't have improved exteriors, however, can improve interior to qualify. Melanie suggested that we get everything listed that we can: Charter City: Mike will advise on progress.

NEW BUSINESS:

Merchant Alert Call Tree is being updated.

Patriotic Bunting needed to complete thru Labor Day.

Escape For The Day Ad (Board voted to proceed with review of pricing & scope of reach).

Steppin' Out Magazine: 1 year paid. Need to draft new copy for 2nd half.

OLD BUSINESS:

ACTION ITEMS: Patriotic Bunting (motion: John L, Kathy A 2nd) passes to order 25 now.

Escape For The Day Ad: (motion: Cheryle, Heather 2nd) to approve ad pending price & on quarterly basis. All approved

ELECTION RESULTS: Pres: Linda Robinson – 1st VP: Marilyn Ijams – 2nd VP: Virgi Bondi – Treasurer: Don Baker – Secretary: Tammy Browning – AT LARGE: John Lynch/Kathy Arnold.

Meeting adjourned 10 a.m.