

**BOARD OF DIRECTORS MEETING MINUTES  
OLD TOWN BUSINESS ASSOCIATION**

**08/10/10 8:30am**

**Location: Awful Annies Restaurant**

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**8:30 a.m.:** Meeting called to order

**Treasurers Report/Don Baker:** Reviewed budget. Don will draft current budget for recommendation to general membership meeting 8/19/10 for approval. Action Item

**Capital Improvements** run between \$15,000 to \$29,000 per year, depending on projects/need.

**Advertising:** Approx average, \$200 per/month, \$2400 yr. With additional website(s) work totals \$6000. p/yr +-. Does not include community billboard. If additional website work is required past monthly stipend of \$300, Mike OBrien will invoice OTBA.

**Landscape Maintenance:** Patty Thompson w/Eisley's is pd \$800 p/m or approx: \$9,000. p/yr. Eisley's donate all flowers & shrubs. Kathy Arnold said it was too much and wanted maintenance to go out for bid. Years ago it was put out for bid. Board members ok with status quo: Cheryl, Marilyn, Don, Linda. Not present: Alex, John. Don will talk to Patty and get 3 bids, ready for 8/19 meeting Action Item. Robinson mailed a thank you letter to Eisley's for their ongoing donations of plants over the years.

**Post Office:** Fixed expense of rent/\$300 p/m. 25% of boxes not rented. Need PR piece. Mike OBrien will post an entry on Facebook page this week to make fans aware we have PO Boxes for rent. Post Office needs inside repaint (too dark and white showing through), front door needs renovation and sign on top of Post Office (roof) is falling off and needs to be replaced. Linda will get bids. Include in budget: Up to \$1300. for paint and sign. Post Office: If Jackie Esry is unable to return as Post Mistress, an alternative plan needs to be investigated. Possibly a non-profit LLC through the OTBA. Will be discussed further.

**Grants:** Board will be looking for "grant" writers: Post Office and Old Town historic district funds. Board will explore options and maybe advertise.

**Insurance:** OTBA liability insurance. Does it cover Board members? Linda will advise

**Center of Town:** Don has "stanchions" and will assemble and place in center of town to see. Will only be used for special, scheduled events to sequester certain vendors/entertainers or demonstrations (to be determined by Board & recommended). Will be used for existing, annual events: Art Walks, Country Christmas & scheduled others.

**PA System:** Was installed in May. Currently, not being used. Amps seem to be inadequate for any distance use. Mike and Don will look into a newer, user friendly program for recording appropriate music. Question? Can system be returned? Cost was approx: \$785.

**Geotourism:** Go to: [www.sierranevadageotourism.org/participate.php](http://www.sierranevadageotourism.org/participate.php) . Mike OBrien will submit major events, ie Street Fairs, Chocolate Event and Country Christmas(2). National Geographic website used for tourism. 8/23 is a workshop. For info, contact Angela Tahti with Placer Arts.

**Walk About With City:** July 29<sup>th</sup>. Determined cosmetic "fixes" that could be done quickly. New, dogged eared fence installed behind Bootleggers. Trees trimmed & thinned throughout Old Town by Public Works. Leak in front of Tea Thyme fixed (PCWA).

**Century Bicycle Ride:** Request to use Center of Town for "Aid" station during 9/25/10. Board determined too much traffic from riders would impede traffic and safety. Robinson mailed letter 8/10 to decline.

**City: Mike Holmes:** Going to D.C. 8/15. Will meet with Senator Boxer on water diversion project to include for future funding. Suggested that Auburn & State Recreational area will disappear by next year if there is no funding. Bureau of Reclamation will no longer patrol state parks. Stated that Lake Clementine was saved until Nov. 2011. HYP: "Generated lots of excitement" on exclusive use of park. Council approved 60 day extension of permit, then to revisit proposal. Board recommendation: Let Council conclude. Firehouse:

**Contractors are bidding now: Windows, shingles, paint. City can use Redevelopment Funds. Working toward Nov. completion.**

**Top 10 Goals: What does membership want to see as long term goals for Old Town in 5 years? Board will make their top 10 priority recommendations. Request from OT district members will be emailed prior to 8/19. Will be used as future, long range marketing plan.**

**Wine Festival: Marilyn-Need 9 venues. 7 have signed up, 2 not paid. Deadline is past. Need to clean up 2009 of those 5 who did not pay.**

**Calendar of Events: To be printed on bookmarks. Recommend to marketing for idea and cost.**

**ADA mini seminar: Board will schedule for Sept. general meeting.**

**Medical Museum: Field Trip in 6 weeks. Date TBA**

**Board installation dinner: Bootleggers Sept. 13<sup>th</sup>. Board will extend invitations.**

**Facebook Fans: Currently has total of 2378 fans**

**Merchant Alert: Needs to be updated**

**Cobra Sports car club/Livermore: 40 members in OT Sept. 10 for lunch & shopping. Using upper lot**

**Airstream Classic: Sept. 25<sup>th</sup> & 26<sup>th</sup>. Jury parking lot**

**Attendance: Marilyn Ijams, Don Baker, Linda Robinson, Mike O'Brien, Steven Lease, Cheryl Kranich, Mike Holmes, Kathy Arnold**

**Meeting adjourned: 10:45.**