



OTBA General Meeting
Thursday, August 18, 2016
8:30 am

Meeting began at 8:30 at Bistro 103 restaurant.

Those in attendance: Dave Johnson, Kelley Neff, Patty Dooley, Gary Moffat, Ken Tokuda, John Lynch, Tom Wangle, Mike O'Brien, Steve Jones, Robyn Beer, Kristen Marquis, Melany Hall, Peggy Seitunger, David Lewicka, Nell Curran, Linda Robinson, Jessica Haddad, Lina Haddad, Matt Wozniak.

Treasurer's Report- Kelley Neff: As of 7/30, the general account balance was 11,320.07, the PO account balance was 6403.27. Eisley Nursery provided a refund (billing error) for 957.00. Quickbooks is all set up for the accounts.

Social Media Update- Mike O'Brien: 10,113 unique viewers for July. 1015 Mobile views, 6481 fans on FB.

Guests- Melany Hall: Placer Museums, Ghost Tours planned for 10/26 & 10/30. 220 tickets to be sold. Shotgun approach, docent led to many retail and restaurant locations throughout Old Town.

Peggy Seitunger: President of DTBA. Suggested a mixer 9/20 all invited from OTBA as well. Meet at Clocktower. Would like to do a combo event for Halloween, Safe Trick or Treat. Also, heads of each district should come together to coordinate the various Christmas offerings. Linda Robinson suggested doing Luminaries. Gary Moffat brought up that the areas are separate, do compete, and that the "Archway" concept brought to City Council is divisive. Peggy suggested we work together but still maintain identities.

Kevin Hanley: Head of Chamber. Reminder of "Think Auburn First". Leadership Auburn class available, information online: one Wed/mo for 9-10 months. Also, PG&E available for Economic Development Conference, inclusive of all business districts.

Marketing/Events Committee- Brandy Alvis hosted the marketing meeting on August 9th at Tucked In. Evaluation of possible event planners is in motion.

Steve Jones from Poppies Spa spoke on the importance of consolidating databases, sites, and mobile apps. Has access to a photographer for those who need it for their businesses (inside or out). An email will come out for date selection/ information. Our event calendar is not Google responsive, we ought to be “liking” one another’s sites/ events.

General Business- Wine, Ale and Spirits Oct 6, 7, 8th. Nell Curran to contact restaurants to help with the Sunday brunch in OT. Limited to 100 persons, event in partnership with Placer Grown.

Park Renovation- Gary Moffat to continue with the plan as it was approved by the City and Historic Committee. However, no funding. He will be looking for funding.

Post Office- Holding pattern based on contracts. Victoria no longer there.

OTBA Mixer- Auburn Alehouse, September 12.

Fall Antique Fair- Oct. 16. Event planners being interviewed to help with this and future events. Online registration is open on the link. Handbills being printed per Jessica Haddad.

Christmas Events- Dave Johnson said more is more, possibility of luminaries would be great, but could conflict with parade passage. During Country Christmas, all businesses should stay open and participate. Linda Robinson suggested sending a flyer or sign up to gain commitment from businesses.

Bathrooms- Dave Johnson: A work in progress but headway being made.

Walking Tour Map- Dave Johnson: OT to share costs with DT.

Triad Project/ Esthetics/Park: Matt Wozniak: Submitted additional photos, needs, and designs to the city. Important for us to stay vocal. Only about 10% of our needs addressed currently. Building owners need to fix structures: Procissi, Market Hallway, etc. City Manager, Tim Rundell, resigned, so that may delay progress.

Edelweiss Fundraiser- Jessica Haddad: To take place 8/20 for \$20/per person. Raffle, spaghetti dinner.

Phenomenon Reunion- Linda Robinson: Movie at State Theater tonight. \$15 per person. Beer and popcorn available, special brew from Alehouse.

Next General Meeting will be held September 16th at Bistro 103.