



OTBA Board Meeting
Friday, September 15th, 2016
8:30 am

Meeting began at 8:30am at Bistro 103 with Michael Gorlouk (Auburn Police), Mike O'Brien, Daniel Berlant, Larry Combs (Interim City Manager), Melany Hall, Robyn Beer, Patty Dooley, Matt Wozniak, Kelley Neff, Linda Moffat, Linda Shuman-Prins, Ken Tokutoni, Norm Hill, Reese Browning, Dave Johnson, Jessica Haddad present.

Treasurer's Report- Kelley Neff: BID is in! A bit over \$17,000 has been received from the city. Accounts: General Balance=\$25,188.09, Post Office=\$6600.00

Media Report- Mike O'Brien: 10,000+ visits to our website in July. 9,945 unique visitors to our mobile app. 6,519 facebook fans to date. It's important to share events with him for general postings, also to "like" each other's sites.

Antique Street Fair- Handbills and posters are here for merchants to use for promotion of the fair to happen 10/16.

New/ General Business-

- Darlene Williams from EZ Events has been hired by the Board to run our upcoming events. She has worked in both commercial and community events, and is active in Auburn events such as the Auburn Rodeo and Gold Country Fair. She runs up to 65+ events per year in the surrounding area with her team of employees. She has a local office here in Auburn.
- Larry Combs is the new interim City Manager in light of Tim Rundell's resignation. He has been an Auburn resident for many years, and was contacted by the City Council to fill in for four months to assist in finding a permanent city manager. He has enjoyed a 40 year career in public service, working in King's County, El Dorado County, plus others. He is open to any and all new ideas.
- Daniel Berlant from the City Council went over Measure M (transportation bill) which institutes a tax that will help with Hwy 80 and 65, plus other roads that impact Auburn. Also, Measure J proposes an increase from 8%

to 10% for the Transient Occupancy Tax. This is paid by those patronizing hotels, B & B's, & VRBO's - the money goes to economic development in the community. Measure K makes the change that the County Clerk will now be appointed rather than elected. He also commented that the fire department has received some much needed improvements and that there is nothing new to report on the developers who were looking at building a hotel in Auburn.

- Robyn Beer will head up a Fall Merchant window/door decoration contest. Please have your festoons up by 9/22 for judging. Anything works that has a Fall theme. There will be prizes for the best décor!
- ADA inspired improvements to Herchel Young Park will commence tomorrow at the front corner of Lincoln Way and Sacramento Street. This project should last roughly one week. Bistro 103 was not made aware of this and requested prior communication of such work of at least one week.

Old Business-

- Melany Hall presented dates and details on the Ghost Tours to happen this October 26th and 30th. They will be done in a "shotgun start" fashion and led by our docents. 200 total tickets will be sold. Focus will be on historical stories and events that occurred in Auburn. Tours will be 1.5-2 hours long. These events will benefit the high school drama department and the docent program. There is an opportunity here for businesses to offer coupons and ads.
- Dave Johnson reviewed the dates of upcoming events:
 - A. Antique Fair- Oct 16
 - B. Ghost Tours- Oct 26 & 30
 - C. Safe Trick or Treat- 10/31 (Jessica to head this, time TBD)
 - D. Country Christmas Dec 10 & 17
 - E. Taste of Chocolate Feb 12, 2017

There is also a mixer in downtown planned for 9/20 that includes OTBA. Meet at the clocktower at 5:30pm in downtown. Auburn Wine and Spirits Festival in conjunction with Placer Grown is October 7-9th.

- Gary Moffat and Matt Wozniak continue efforts with the city for improvements in Auburn. The City Council will review requests again on 9/26. There is an Auburn City Engineer meeting tomorrow.
- Matt Wozniak will host a meeting at SIPS to review the proposals that have been presented to the city. Please come Tuesday the 20th for wine and information!
- As a reminder, Dave Jones mentioned that it's best for stores to remain open during holiday events in order to encourage patronage.

Next Board Meeting will be held October 21 at Bistro 103.