

OLD TOWN BUSINESS ASSOCIATION
GENERAL MEETING
Location: LATITUDES RESTAURANT
September 15, 2011

REPORTS/UPDATES:

- 1) Placer county visitors magazine: The previous motion stated that we voted to spend \$2500 on an ad when in fact, the motion was stated to advertise in the next issue, with more information to follow..
- 2) Minutes changed to reflect motion to advertise in it. (Linda)

TREASURER: Don Baker

- 1) Copies of report on request
- 2) Don gave an update (see handouts) Should end up at about \$4000 for year end

MARKETING/PROMOTIONS:

- 1) **Firehouse Dedication:** (Linda) Went very well. Fundraiser still earning money. 49er Lions decided to give all proceeds to Amanda, \$506.
- 2) As of yesterday's date, gross revenue is approximately \$3500. Directly from fundraiser.

WINE FESTIVAL: Oct. 8th. (Marilyn)

- 1) Posters and flyers passed out
- 2) 10 venues in old town, less in downtown
- 3) Blues Concert for same day was canceled (for diabetes)

CAR SHOW: (Marilyn)

- 1) We have a band and the parking lot/hot dog vendor/pulled pork/kettle corn/ice cream/beer garden & possibly shaved ice
- 2) Having 50/50 raffle
- 3) Passed out 800 flyers for the event

- 4) Agreement for parking lot is signed and to the City. Marilyn is working on ABC permits. Two tickets for the Wine Festival have been secured for an additional drawing.

APD: Not present today

STREET FAIR: Linda

- 1) Vendor fees were recently reduced to \$65.00 per space with hope of stimulating more vendor interest. New vendors have applied for spaces because of the reduction in fees. Linda gave vendor checks and report to Don Baker.
- 2)

COUNTRY CHRISTMAS: Linda: 25th year

- 1) Might do small dedication to 911. Bagpipes
- 2) Two dance troops have signed up and have been asked to acknowledge the 25th annual theme in some way. Linda has received several vendor applications as of this date.

FALL DECORATIONS: (Kathy)

Corn stocks with ribbons/scarecrows on posts around old town, lanterns and bunting. We need help with decorating. Sept. 27th will meet to decorate at Hershel Young park at 9am. Budget set was \$500.

OTAPS: Ross Carpenter = huge loss to the community. Article in today's Journal

- 1) Want to plan a fundraiser for Lynn, ideas requested.

CHAMBER/PCVC: Reese absent

(Mike Holmes) City has almost completed interior work for move of welcome/visitors center to downtown Auburn in late Nov./early Dec.

Agreement on signage to direct traffic pending. Will work with Cal Trans for freeway signage.

(Mike Holmes & Bob Snyder: Chamber Update) Filling revenue holes was discussed; enhancements to existing revenue sources. (\$50,000 hole) Also increasing membership. Leadership Auburn starts with orientation. Looking for ideas for projects for the class to take on.

Chamber also working on ad for Auburn, available to all to download.
Talked about ideas to increase Chamber membership.

CITY: (Bridget)

Sales tax revenues are up. Gas was a big contributor. Retail is up also.

(Mike Holmes) New business: *Classic Travel* on Commercial St.

National Register; next candidate is City Hall bldg. to be reviewed next month.

Mike suggests one plaque to list all buildings in a central location.

911 memorial not ready for cruise night... should be completed soon. Memorial to be mobile for events/ceremonies.

The ad that the Chamber is working on is a downloadable app for I phones

(Melanie Barton): Women's Suffrage; Oct. 1st event at courthouse/ 10am Rally this Sat.

Downloadable walking tour map will be ready soon/different version for kids

NEW BUSINESS:

1) By-laws (Bill Clough)

Updating for a few months now

Don filed a fictitious statement

2) Holiday Banners

Hardware is available for 6 banners.

3) Berserker

Michael K. Murphy designed this contraption to set up in Central Square at next art walk. Cost for propane use would be \$30-\$40. Michael has more ideas to propose during art walk. Don said he would donate propane. Linda will check with art commission for approval to display the Berserker.

4) Halloween

Haunted House at the medical museum still a possibility

Dog costume contest

5) New Businesses

New business: *Classic Travel* on Commercial St.

OLD BUSINESS: (Don)

1. Tin Building: Ideas are coming in to modify

ACTION ITEMS

- 1. By-laws:** Changes can be discussed by a scheduled vote in general meeting . We'll post updated copy for review and then bring to next meeting for voting.
- 2. Banners:** Motion to continue with the banner program to increase to one more banner and to spend up to \$1000. Kathy made motion and Bill made a second and none opposed.
- 3. Pet Costume:** Motion made by Kathy and Don second. **-PASSED-**

Meeting adjourned 10 a.m.