



OTBA Board Meeting  
Friday, October 20, 2016  
8:30 am

Meeting began at 8:30 at Bistro 103 restaurant with Dave Johnson, Brandy Alvis, Patty Dooley, Kelley Neff, Linden Mundekis, Linda Moffat, Gary Moffat, Matt Wozniak, Jessica Haddad, Robyn Beers, John Lynch and other guest speakers.

**Treasurer's Report-** Kelley Neff: General Account= 23,674.18, Post Office Account= 6,709.38. So far, reservations for Country Christmas have contributed 2,700.00.

**Marketing/Events Committee-** Brunch at Bootlegger's went well, not sold out but a nice event. Same with Saturday's wine and appetizer pairings. Melanie said the ghost tours were sold out, and a dress rehearsal will be tonight at 5:30pm. Most schools are out on Halloween, 10/31, so event in the park will happen for the kids, set up by Jessica.

EZ Events (Darlene) will come to the next events meeting, presenting a budget for Country Christmas and going through marketing ideas. Some discussion from Bandy and Robyn also about holiday window décor, especially on the Processi Building.

Events committee wants to produce an event master calendar, and next meeting is 11/2, 8:30 at Auburn Coffee. Input needed from all and need for marketing well in advance of events.

**General Business**

- Larry, Interim City Manager is enjoying time in the role and welcomes ideas on economic development/ improvements. Comments followed from Kristen about need for more traffic and tourism, from Gary about the need to fix dilapidated buildings, enforce codes, from Patty on our need of parking, use of empty lots, and Daniel who said there is a balance to strike between business owners and city powers, but that all violations should be reported.

- Daniel reported that crime and vagrancy are down in the area- do continue to report issues. Measure M will be good for Auburn's road budget, 30% of monies

go to the city for improvements. Money comes from an increase in sales tax, primarily from short term lodging.

- Officer Bill noted that continuing to open up spaces, remove seating, and renovation activity limits transient activity.
- Sean Hales and partner Kelly from Saratoga Group purchased 195 Park house and plan to create lodging there. Also possibly a wedding venue and vacation rental opportunity.
- Peggy from DTBA is wrapping up the 3-day Wine and Spirit festival, needs some tweaking for next year but overall the concept was successful. OT and DT will work together for Halloween activities, a combined flyer for Christmas activities, and the Christmas ornaments are to be sold for 20.00 each, limited to 1000 and monies will go toward the Christmas Committee.
- Kristen mentioned the Post Office could possibly offer some retail in the space and that Lisa and Brandy may want to work on this.
- Katherine from the Historic Review Board mentioned that there may be less meetings, but they are focused on area preservation. They may need to work closer with the city to help preserve damaged buildings and prevent tear-downs.
- Gary Moffat has found approximately 30,000 in funding for area projects, working closely with Mike Murphy. Next may be some landscaping re-work in Herschel Young Park. Slow process but some progress. John Lynch mentioned looking into becoming a 501C3 preservation society, more potential for raising money.
- Matt has an area questionnaire he would like to send to all about various parts of OT that need improvement. Gary is opposed to most, including mural signage and pocket area near Commercial Street.
- Daniel mentioned that money from the city will likely be tighter next fiscal year and remain that way for 1-2 years.

Next Board Meeting will be held at Bistro 103 on November 17<sup>th</sup> at 8:30am