

OLD TOWN BUSINESS ASSOCIATION
GENERAL MEETING
Location: LATITUDES RESTAURANT
October 20, 2011

REPORTS/UPDATES:

- 1) New Merchants & Employees: Gloria from Classic Travel/Treasured Beauties Photography; Bruce and Lynette (specialize in hair, make up and outfit changes)/Creative Urges; Katherine/Cheryl from Tea Thyme closed and moved into M and Co./Rebecca Martinez; artist with Auburn Art Gallery/Sierra Moon Goldsmiths; Shawn(manager)

TREASURER: Don Baker

- 1) Finished September with 3505.00 in deposits, with payments of \$5,972.07. October so far has \$4327.50 in deposits and payments of \$3,176.32. Full details can be found in the account summary created by Don.
 - Street Fair brought in a profit of \$5490.30. Past weather issues have caused some downturn or last minute changes. This fair had great weather.
 - Pay Pal was helpful this time (Not reflected in the report)
 - Short on funds and reduced fee, but stimulated new vendors

MARKETING/PROMOTIONS:

1) CAR SHOW: (Marilyn)

- 1) One more on 10/27. Expecting a low turn out on number of cars due to seasonal issues with daylight. Hoping to draw 100 cars.
- 2) Comments on how nice it was to have stores open, unlike downtown.

WINE FESTIVAL: Oct. 8th. (Marilyn)

- 1) Setup and ticket distribution needs to be improved and earlier start on advertisement. Difficult with Terri being in Montana. Visitors need to be better informed on tickets/raffle. Free tickets given to wineries don't always get used.
Check in was new in Tsuda's. Information wasn't clear.
It was observed that wineries were unusually busy the same day, wondering if information might not have been clear to public.
Terri will have reports ready in a few weeks.
We agreed that Old Town needs to be more involved in decisions with set up and details of the festival, but overall it was a great event and turnout.

ART WALK: (Linda)

- 1) Michael K. Murphy brought his Berserker and was enjoyed by all. Great art display.
- 2) Not a large audience; need to improve on that.
- 3) A buzz was heard on all activity going on.
- 4) John Lynch may have photos available of Berserker.

STREET FAIR: (see treasurers report above)

COUNTRY CHRISTMAS: Linda: 25th year

- 1) Dec.10 & 17th from 5-9
- 2) 15 reservations taken so far & working on entertainment
- 3) We are getting a great reputation in the area and compared to other events like this (Grass Valley)

FALL/CHRISTMAS DECORATIONS: (Kathy)

- 1) Put up corn stalks/scarecrows
- 2) Weather caused an issue with the 'freshness' of the corn stalks within a week after putting them up. After Thanksgiving, putting up Christmas decorations.
- 3) Need volunteers!
- 4) Lights are available for Chana Park for Christmas
- 5) Wreaths will be put up again by Public Works.
- 6) Banners 3x5 2-sided print ordered for Country Christmas. Trying to track down artwork as it has been mis-placed. (Printer went out of business) Mike Kirby will rework original artwork to create banners. 7 banners total.
- 7) Merchants are welcome to decorate their own store front. We do have some decorations stored in the shed for the town decoration.

OTAPS: (Norm Hill is new President) (2-Victorians & Medical Museum)

- 1) Fundraiser 10/26 6pm at Edelweiss. Belly Dancer and Mediterranean dinner. 20 reservations have been sold so far. Capacity for 55. Cost is \$35
- 2) Money will go to building repair; leak fixed and new roof needed. Also need funds to promote Medical Museum.
- 3) (history) OTAPS formed to preserve the two bldgs. One building was original Placer County Hospital. Other building is being used as a commercial building to fund the museum.. Per Norm, leaks in the building have been fixed. Payments need to be current. (Issue with rent being paid)

APD: (Dale Hutchins)

- 1) Good Deeds: \$800 was dropped on Placer High campus and was turned in. \$200 in wallet also turned in!
- 2) Robbery at Ashford Park. He was caught and so was accomplice. Were able to solve 5 robberies with help.
- 3) Incest/molestation case: 300-500 assaults and he has turned himself in.
- 4) New Chief Ruffcorn doing a good job. Well accepted in department.
- 5) Good morale
- 6) Good relationship with Sheriff's department.
- 7) Note from Bob; M and Co/ Off Maple St. exit: only speed limit sign is there. Propose more signage with speed limit. Traffic drives very quick through there. PGE drives through Sacramento St. and should be diverted.
- 8) Dale will talk to supervisor at PGE about changing the route.

CHAMBER/PCVC: (Mike Homes)

- 1) Chamber going through financial issues and encouraging new businesses to join. Providing reduced fees on services for members.(Member fees can be paid month to month)
- 2) City provided some start up funding for City of Auburn App. Want OTBA to participate in this app. Still in start up phase.
- 3) Visitors Center: City is making repairs. (old City Hall on High St) Meeting with Jan Decker to see if it's possible to get contractor in to get ready for opening.

CITY: (Mike Holmes)

- 1) Relaxed parking for holiday season: Need to know if merchants want this or not. Linda will write letter to city to okay relaxing parking limits. Melanie: Why relax? Three hours is a long time. A suggestion to add more signage specifically for the one above Bootleggers. Mike O'Brien will add parking areas to mobile website.
- 2) Meeting with City Historian to get City certified; local govt. to get the buildings on Nat'l register of historic bldgs. Will then allow city to apply for Grants.
- 3) Parking question: Have we considered Valet parking? Discussed but not pursued. We have an issue with merchants parking in front of their shops, taking up spaces but no solution for this.

NEW BUSINESS:

1) Safe Trick or Treat

2-5pm; For costumed kids/pumpkin plates will be dispersed to identify the merchants that are participating.

2) Landscape (Don)

- Presented ideas to the board. Bidding out work. Hanging baskets proposed near Maple exit. Checking pricing for baskets and hardware
- Tin shed: Told we cannot decorate. Don said there is an idea of taking crepe myrtle barrels in Hayes parking lot and moving them in front of shed.

3) Letters to Santa: Melanie

- The idea is to get addresses for mailing to parents and set it up at the post office; charge for letter and use this to cover postage fee. Have Boy Scouts work event.
- Day of Country Christmas letter writing will be set up.

4) OLD BUSINESS: (Linda)

1. Lights on buildings/ working with Law Library to put lights back up.
2. PA system is working with music. Additional speakers would be nice at other end of building. Tom Stout has budget to work on speakers.

Meeting Adjourned: 10:06