

**OLD TOWN BOARD MEETING MINUTES**  
**Nov 3, 2011 8:30am**  
**Awful Annies**

**GENERAL BUSINESS:**

**REPORTS:**

**1. CAR EVENTS: Marilyn**

**A Continue? Change dates? Continue Food/Band/Beer/PR**

- Not well communicated that stores are open during event. PR should note shops open
  
- No handbills or posters last event
  
- Had a good 'car' attendance
  
- Suggest that we just do two events and check the calendar to make sure we don't conflict with Downtown car shows
  
- Sierra Moon has issues with street closure and clients getting into the store. Committee will consider adjusting hours
  
- Band should be continued

**2. STREET FAIR: Linda**

**A: Check In issues**

- Had some early morning issues that were corrected on the spot
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**B. Pay Pal System**

- Worked out well; easy to do
- Communication being done via emails
- One payment denied, received a check from Vendor to fix
- One refund due to emergency of Vendor

**C. Weather Conditions:**

- Rain Dates: Still continue with no rain dates
- Kathy brought up the issues with attendance and weather.
- The Vendors should be responsible for making the decision to come or not
- Linda working on getting payment in advance
- October event was pleasant

**D. Space Assignments:**

- If weather conditions are an issue during check in, for those vendors who chose to stay, they will be provided one area in which to set up instead of being spread all about town. It will ease the barricade situation and open up for through traffic easier

**E. Hot Spots:**

- Some confusion around the Firehouse and restrooms. Spaces were recently remarked and boundaries identified. Committee needs to re work the vendor map
- New map needed

**F. Discount for Merchants:**

- Space fee's are reduced to half for Old Town merchants

**3. HOLIDAY PARKING: Linda**

- Linda drafted letter to city to keep 3hr. parking as is for holidays

- Linda noted that street lights are blinking off and on. Will talk to PGE for fix

**Merchant parking issues**

- Merchants still abusing the prime parking spaces

- Linda suggesting to draft a letter and distributing to all merchants

**4. CC POSTERS/HANDBILLS/BANNERS: Linda**

**A. Progress Report: Linda**

- Space fees are reduced to half for Old Town merchants

- Lots of calls received. A few new Vendors

- 25<sup>th</sup> year: Entertainment has been scheduled and secured

- Ponies may not make it this year. More detail later

- Billboard copy is updated by Fred Abbott, a friend of Linda's for no cost to OTBA, as well as handbills and poster copy.

**B. Bids**

- Bids for banners, posters and handbills are coming in now and will be reviewed for best price.

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**PENDING BUSINESS** Don Absent, no discussion

**1. HANGING BASKETS: Don (absent)**

**A. Cost/Maintenance/Contractor additional?**

**2. PLANTER BOXES:**

**A. Placer Wood Shop**

**B. OTBA Donation to Wood Shop: Wood/Funds**

### **3. HOLIDAY DÉCOR:**

#### **A. Budget**

- Set for up to but not more than \$300 (voted/passed) John Lynch motion, Kathy 2<sup>nd</sup>.

#### **B. Current stored decorations?**

- Chana Park and statue and Hershel Young Park will be decorated, merchants to decorate their own store fronts
- Holidays decorations are in storage shed. Committee will take inventory of what we have
- Tammy to check with Kerry about getting a new hat for the gold panner
- Kathy to check on battery operated wreaths on Firehouse
- Tuesday at 9am after Thanksgiving we will decorate for Christmas

#### **C. Committee/Team Leaders**

- Kathy, Marilyn, Tammy and Cheryle (Linda will send out mass invitation)

#### **D. Timing/Coordinate with Public Works**

- Linda to work with Public Works on wreaths/banner hardware and positioning

### **4. PLACER VISITORS GUIDE**

#### **A. Commitment to advertise in spring issue/ Voted**

- Voted to advertise, but now need to determine where and how much money

#### **B. Budget**

- Don can break out advertising money at next General meeting to complete

### **5. BY-LAWS:**

#### **A. Ratify or add additional items: i.e. Merchant parking**

- Updates have been made and Board has voted on changes.

#### **B. Vote to approve through district system**

- Voting will be done before the December General Meeting. Summary of changes will be noted.

**ACTION ITEMS: To be determined by reports and pending business above**

### **6. WEBSITE/INFORMATION UPDATING: Mike Obrien**

- Walking guide ready and poster in process

### **7. SHADOWN BOXES Updating**

#### **A. Budget/Estimate for updating (December Board meeting) Review**

**NEW BUSINESS:**

**1. BID: Linda**

Board will re-evaluate assessments based on current economy and district needs.

**2. TIN BUILDING: Linda**

- Got approval to paint the tin building, using historic paint colors
- Linda to get paint chips to decide on and estimate of cost for primer and paint
- Linda will send out a request for bids and estimates for paint, labor and/or volunteers

**9:45 - JOURNAL HOLIDAY ADVERTISING PRESENTATION: GREG**

- Handed out Christmas gift guides
  - Trader incorporated with Journal and is a section of the Journal
  - 27,000 households circulated
  - Publications for gift guide: November 24<sup>th</sup>, December 8<sup>th</sup> and December 15<sup>th</sup> (3 guides total)
  - Pricing sheet and deadlines were distributed
  - Impact ad; On home page 3" square and visible on home page
  - Post it note on front of paper; Will give one free during the Christmas time period with no obligation/ two given if you buy an ad
  - Gift guides inserted into Auburn Journal and Colfax Record and Auburn Journal.com
  - We voted on putting Country Christmas information into the Folsom Entertainer
- Linda will send out a message to make a recommendation to pay for ad in the Gift Guide