



## AGENDA

**Thurs. December 15, 2011, 8:30am**

**General Membership Meeting**

**Location: Latitudes**

### **REPORTS/UPDATES:**

*(All reports should be limited to FIVE minutes. If more time is needed, please ask to be added at least one week prior to the meeting)*

\* **SECRETARY:** Minutes for 11/17/11 (approve)

\* **TREASURERS REPORT:** Don Baker (absent) Linda Robinson

Total November deposits: \$2483

Total November payments \$4524.24

Total December deposits thru the 15<sup>th</sup>: \$1445.00

Total December payments thru the 15<sup>th</sup>: \$3686.26

### \* **MARKETING/PROMOTIONS/REPORTS:**

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\* **WINE FESTIVAL NET:** Marilyn

- No news on wine festival. Wine Vintners meeting: Marilyn will check on

- Should be getting about \$3000 back

\* **COUNTRY CHRISTMAS:** Linda

- Weather was perfect, estimated about 5000 people in town.

- All merchants and vendors appeared to be busy

- There were about 70 crafters, as many as 50 were turned down because of being non-craft vendors

- 50% of booth must be hand made by vendor to qualify for selling

- Keeping old fashioned ambiance is important

- This Saturday's weather is looking good

- Comment was made in meeting that vendors need to not spill over to the sidewalks

\* **OTAPS:** Norm Hill

- Board meeting yesterday (12-14-11): Non-paying tenant will either move out or pay

- Museum: Rob Moser (curator) will bring docents on board

- No heat still in space 217 (Chris Whitehead spot)

- ADA compliance: Suggest an architect be hired to create a plan to become compliant and show intent

- The buildings are not completely exempt as an historic building as far as ADA repairs go

- 30% of improvements need to be ADA compliant

- Election of officers; Lynn Carpenter is the new president and Rod Moser is now a member

\* **AUBURN POLICE DEPT:** Officer Hopping

- Officer Hopping: No events to mention

- There was a question about speed limit signs on Lincoln Way & Sacramento St; Officer Hopping was not aware of any work being done. He will talk to Sgt Hutchins for an update

\* **CHAMBER/PCVC:** Mike Holmes

- Mike Holmes: Placer County Visitors Center moving to downtown; they are in the building now to make internal changes and should be completely in by late Jan. 2012
- Tony Hazarian (Chamber President) wrapping up his year. Installation dinner on Jan. 7 at the Ridge for new president, Richard Hall. Mixer tonight at Auburn Sutter Faith Hospital

**\* OLD TOWN TOURISM: Gloria**

- Working on marketing the history of Auburn
- Chinese Cemetery on Hwy 49 needs to be cleaned up. Suggesting volunteers from Rotary Club to clean
- Toured the museums to educate herself on the history of Auburn

**\* CITY: Mike Holmes**

- Investigating getting the Stamp Mill in Bicentennial Park working again.
- Auburn Recreation area and California parks agreed to an off term arrangement signed for Jan. 2012.
- Mural at Depot Bay building is a go starting in March and will represent the Mountain Quarries Bridge.
- There is an organization called 'Buston' out of Dallas who does collection of data on trends, and claims they can identify products that people are going a distance to buy to give visibility of what can possibly be supplied here...will be explored more.
- Public Works: In front of post office; sign was changed from 15min to 3 min. parking. Curb is painted white indicating post office parking only.
- PGE has been reminded about driving down Sacramento St.. It appears that fewer large trucks are seen on the street now.

**NEW BUSINESS: 1.** PCVC Tourism Magazine advertising **2.** By-laws updated **3.** Holiday Inn opportunity **4.** Performing Arts Center (State Theatre) gathering. **5.** "Appeteezers Events" **6.** Holiday Banners:

1. OTBA is currently advertising in Steppin' Out Magazine. The board voted to advertise in Placer County Visitors Guide; a \$2500 ad; Voting results in the general meeting are below in action items.
2. New updated version of By-laws was sent out yesterday for review/We reviewed today the membership guidelines that changed in wording (from 'termination' to 'suspension'); Confusion in membership status between property owners and business owners (This was split out in two paragraphs); The current version of By-laws was drafted in 2002 and never properly adopted. Recourse of non-payment of BID has been clarified in By-laws, results in suspension of membership in the OTBA. The City has the legal right to enforce payment of BID separate from the OTBA. Per Mike Holmes, the City attorney is looking at legal action available that City can enforce.
3. Karen Koons from the Holiday Inn made a suggestion for partnership to have the Holiday Inn logo on OTBA and individual merchant websites and website owner receives dollars for bookings through website (9% commission) It's a new program and Karen will draft more comprehensive outline and send to the Board for the district merchants to participate.
4. No discussion
5. No discussion
6. Holiday banners are up and look stunning!!

**OLD BUSINESS: 1.** Tin Building Painting has been put off until late Spring for the weather to warm up to hold paint better.

**ACTION ITEMS:** 1.PCVC Tourism Magazine Advertising budget

- Motion made to approve? Virgi Bondi 2<sup>nd</sup>: Bill Clough (none opposed)

**2. By-laws approval**

- Motion made to approve? (No motion) Latest version was just sent out and the feeling is not enough time to review so we are holding off on approval. Revisit next month/ Approve by email? Not added in By-laws as it has much detail involved in guidelines. In next board meeting we will discuss adding approval by email or proxy.

**GUESTS:** Bruce Cosgrove & Tony Hazarian: Chamber Phone App Presentation (9:50)

- Tony Hazarian and Bruce Cosgrove: Nevada City company, City App Maker; A Marketing tool, Chamber sees as a member benefit; immediate access to local lodgings, events, restaurants, etc to promote your business. Can be modified by merchant at any time. Can also add coupons. (It's a free app for visitors.) Hoping for 1000 businesses right off/negotiated a one year contract with this company. Received support from the city and the Downtown Business Association and ARD. Expecting launch the first week of February 2012.

A \$600 contribution is required from OTBA to have the app for 2012. (I-phone and Android are the phones that can access the app) Needs to be thought of as an investment to promote business. The investment will ensure that the phone app includes every single business in both Old Tow and Downtown for the entire year of 2012 and that the Phone App itself is successfully marketed. The app should be ready for downloading by Iphone and Droid smartphones by February 2012.

Individual websites and email addresses are critical for merchants

There was a motion to support the fee for the app; Virgi Bondi made the motion and Shawn from Sierra Moon made a 2nd; (none opposed)

**OPEN COMMENTS:**

Opportunity to discuss an item not on the agenda, *time permitting*.

Brian Ford is waiting for insurance certificates so hay rides will be a go for this Saturdays Country Christmas event.

Fairgrounds will have better lighting for shuttle and start service at 5pm instead of 5:30.

Adjourned: 10:30

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