

OTBA BOARD MEETING – 02/04/2010

Bootleggers 8:30

Attendees: Kerry Arndt, Marilyn Ijams, Don Baker, Ross Carpenter, Mike O'Brien

Meeting called to order by Kerry Arndt

Item 1: Wine Festival, October 9, 2010– Terry Gibson, Wine Festival Coordinator, came to discuss about changes of venues and new requirements she will need from Old Town merchants. She reported that applications have been mailed. Five new venues have been added to O.T. She requested that merchants sign in early and stay open until 6:00 this year. Raffle tickets have been added this year and will have raffle every month. 600 on e-mail list, 800 post cards will be mailed – great way to advertise your business through Wine Festival contacts. She is asking for gift certificates from business for raffle prizes. She needs 6 solid volunteers to work for festival in O.T. A proposal was made that O.T.B.A. pay ½ of \$275.00 venue cost to promote event in O.T. This will be a new action item for next general meeting

Item 2: New Medical Museum Brochure. Ross Carpenter introduced John Stanley to board. He is a new local graphics artist in town. He has 20 years experience as a graphic artist and loves O.T., and its history and wants to help merchants with their advertising. He developed a new brochure for medical museum, and brought a draft copy for review. A proposal was made to vote on brochure and posters for O.T. This will be a new action item for next general meeting

Item 3: Website and related functions. Mike O'Brien recommends building an O.T.B.A. mobile web site because of huge surge in people Googling using iPhones, Blackberries and other mobile devices. This could especially pick up travelers using the I-80 corridor. Site would not require separate website address, but would require building small, compact “mobile website” page(s). He thinks 2 hours would be enough to create absolute minimum 1 page mobile website for now. Then more content can be added as the budget permits later. Mike also showed stats of visits to O.T.B.A. web site. Visitors are increasing at a rate of about 20-25% per month. The website now gets 300% more hits than a year ago. Also Mike talked about the new OTBA Facebook page that he and Steven Lease built in October. It has grown from the first few fans to now having over 1400 “fans” looking at it. A fan is basically someone who “bookmarks” the OTBA Facebook page as a favorite, by clicking on the “Become a Fan” button. See it here if you wish:

<http://www.facebook.com/pages/Old-Town-Auburn-CA/164694293764>

Item 4: Website Marketing budget. It was requested by Mike O'Brien to increase the monthly budget for the website and other online management work that he does. Since July, 2009 it has been set at \$120 (2 hrs x \$60 per hr), although Mike usually puts in 3-5 times that many hours per month without charging. (Invoices itemizing his work are available from Don Baker.)

Mike is asking to double that web work allocation to at least \$240.00 per month. The board did a preliminary okay to bring it up for a vote at next General Meeting. It was also recommended to have at least a small amount budgeted for out-of-pocket expenses to be done, without tracking down a Board Member, eg for special graphic work, or web host costs, etc, as needed.

Budget should include his time $240.00 \times 12 = \$2880/\text{yr}$ plus maybe another 600.00 for extra additions to site. This will be an action item for next general meeting.

Item 5: Banners in front of businesses. Kerry Arndt has talked to city about banners hung in O.T. City would like us to discuss this with merchants at next general meeting.

Item 6: Native Sons project. The Native Sons are looking for new project in O.T. They need recommendations from us. A few possibilities were talked about, but we are soliciting ideas from all members. Currently a few suggestions were:

1. Change metal street signs to older wooden post and signs with the vintage O.T. history and look.
2. More Vintage murals on sides of appropriate brick buildings like the one painted on Gypsy Beads shop for Phenomenon movie.
3. Clean up and add some landscaping to area by old boarded up building between Native Sons Building, and Medical Museum. Everyone coming across freeway bridge sees.
4. Clean up Process parking lot (next to Tin Building), and maybe build small (24" ??) retaining wall for back hillside, where trash tends to gather.

Item 7: Center of town project. Kerry suggested using temporary queuing post to outline boundaries rather than drilling holes in street. Don Baker will check out different temporary post that could be used in outdoor environment. Kerry suggested board makes up contracts that people would file with O.T.B.A. to request usage of center of town space. Still working on business plan, but will add contract to it. Still need price on asphalt stamping.