

# OLD TOWN BUSINESS ASSOCIATION

## GENERAL MEETING

Location: LATITUDES RESTAURANT

Date: 02-18-2010

## ASSOCIATION MINUTES

8:30 A.M. MEETING CALLED TO ORDER BY PRESIDENT KERRY ARNDT

TREASURERS REPORT: Don Baker reported 38,561.00 in account end of January and balance of 41,543.00 for February

### REPORTS:

CITY: Mike Holmes – City Council – Ribbon cutting for central square next Wednesday Feb. 24 discussed starting next Streetscape project, and Brewery Lane parking issues. Much discussion on parking at Brewery Lane, Residents oppose this idea. No representation from OTBA. Re-visit at next City Council Meeting

OTAPS: Ross Carpenter – The museum is not closing as mentioned last meeting. Introduced John of Eureka Graphics who designed a new brochure for Medical Museum

WEBSITE: Mike O'Brien spending approximately 8 hrs. on website, he is listing all he has done each month. Don Baker recommends a raise for extra time put into site. Mike states Face book is exploding. Steven Jones makes a motion to increase Mike's wages to 300.00 per month and Linda Robinson seconds the motion. Don B comments on website budget, but can come out of advertising budget. All approved.

MARKETING: Linda Robinson – Taste of Chocolate was a big success in though most business ran out around 1:30. Sold approximately 4500.00 in tickets. Talked about pre-sale tickets next year more merchants to participate. Street Fair changed date to May 23 because of Amgen race. Posters and handbills have been printed. Bike tour route is available. Need to clean-up Old for race. Letter for enforcing banner laws should be sent to all business. Bob Schneider and Chamber marketing the "The Year of the Bike" campaign all with Amgen tour. Great opportunities for marketing Old Town. Need visuals and welcoming signage.

### NEW BUSINESS:

Brian introduced himself and talked about how his company develops HD videos for advertising

Linda R and marketing committee recommends Country Christmas have 2 days next time Dec. 11 and Dec. 18. Need an action item next general meeting for a vote. Also needs an action item next meeting for funding help with Cinco de Mayo.

Terry spoke about Wine Food Festival Oct. 9 1:00 to 5:00 it will expand to 30 venues and need to get early applications in for Old Town participation cost is 275.00 per location. Ross made a motion for OTBA to pick up ½ of cost to merchant and Linda R second the motion, all approved.

OLD BUSINESS: Linda LaRue asked for vote for 3 hour parking along Lincoln Way. Dave Frank opposed limiting the parking, but would agree to 3 hour parking over the weekend. Linda L made a motion for 3 hour parking in 7 spots to City Council. Patty seconds the motion. The vote was 9 for and 13 against the motion, so there will be no change to the parking hours.

Meeting adjourned at 10:00 a.m.

Minutes taken, transcribed and submitted by: Cheryl Kranich