

**OLD TOWN AUBURN
MARKETING MEETING MINUTES
February 11, 2010 Tsuda's – 9 a.m.**

PRESENT: Melanie, Heidi, Michelle Sandoval, Kathy Arnold, Marilyn James, Cheryl Kranich, Laurie Nelson, Mike O'Brien, Jim Wesley, Don Baker, Mike Holmes, Linda Robinson

Councilman MIKE HOLMES made a surprise visit:

- 1). Had just been to the Chamber/City meeting discussing the Amgen Tour scheduled to come through Auburn and Old Town on Sunday May 16th and thanked us for changing the date of the Antiques Street Fair to May 23rd. Chamber is working on logistics. AEG sponsors will give us Megatron Screens so visitors can watch tour. Amgen have own TV's and helicopters they use. APD Captain John Ruffcorn is on the Logistics Team. It was suggested that we use Brian Hays parking lot for tent and flat screens.**
- 2). Feb. 17th the ADHOC Committee meets in the Rose Room to discuss Brewery Lane parking @ 6pm. OTBA needs to take a position on who will park there. Employees or visitors?**
- 3). Suggestion of a joint meeting between the DBA and OTBA thru the Welcome Center to centralize this part of Placer County. How do we contribute. Effort requires working together with County. Re-negotiate w/City and redistribute TOT funds. Approx: \$220K to Auburn and can be used to PR our area: Sacto Magazine Feb. issue had an editorial on Romantic Getaways. Alehouse, Bootleggers and Latitudes! EDC and Council to donate 10% of \$220K to promote Auburn with BID districts to contribute.**
- 4). The Community Billboard needs to be equitably reserved for upcoming events including the Amgen Tour & Old Town's Street Fair & fair for all.**

MIKE OBRIEN: Webmaster. Re: SacBee Flash Ad. Stats: 45K impressions pushed 2 weeks prior to CC. 56 clicks or 5 times the average went to website. 2x2" for \$300.00.

STEVEN LEASE and MIKE O'BRIEN are supporting Facebook Fan Page for Old Town and Auburn. Number of Fans has grown to about 1500 since October. It was suggested that we define online advertising with a survey for results.

MIKE O'BRIEN: 1/2 of Google/Yahoo searches may be from mobile devices by end of 2010. He will announce a class on "blogging" and mobile websites, and other web-related topics.

COUNTRY CHRISTMAS: Marketing will make proposal to have CC on two Saturday nights Dec. 11th & 18th from 5-9pm. Will cast votes at next general meeting on Feb. 18th. Also discuss Valet Parking.

ST. PATRICKS DAY: No suggestions for a celebration

CINCO DE MAYO: Linda will request a donation to help defray cost of promotions

FOURTH OF JULY: No discussion. Meeting ran over.

IN PROGRESS: ART WALK. Pat Brown will assist OT, Kerry and Linda R for better events, merchants showing art and entertainment.

JIM WESLEY explained how online ads work at Auburn Journal:

IMPRESSION: How many times it will be appear each month. In January 2010, 700K people looked at the paper (opened it up online).

HITS: How many times someone clicks on ad and our website is opened. 3% @ end of month from impressions of people who clicked on ad. 3% is a good goal.

FLASH AD: is a “moving” ad, like a Gold Piece going toward a gold pan. Up to 4 panels on each ad.

IMPACT AD: 4 different screens what roll thru ad , eg Gift shops, restaurants & last one goes to Old Town specials. People need a reason to click on & go to OT website. O’Brien can change monthly.

Jim said previous Auburn Journal online ad got 100 clicks @ beginning & 300+ at end of 3 months.

Meeting adjourned at 10:30.

Submitted by: Linda Robinson/Marketing Chairman