

OLD TOWN BUSINESS ASSOCIATION MINUTES FROM GENERAL MEETING

07/15/10 8:30am
Latitudes Restaurant

Meeting called to order by President, Linda Robinson

The Minutes of previous meeting on June 17, 2010 approved

Treasurers Report: Don Baker/absent. No report

Marketing:

Linda Robinson: For lack of Board quorum, no action on items today re: Sierra Six Guns and rent on Hays parking lot for Heritage Trail event and flower baskets.

Gary Moffat: Comment on flower baskets – What’s the benefit for businesses?

Bob Ijams: Response comment – Baskets improve aesthetics, makes Old Town more appealing to Visitors and benefits can’t be measured.

Tom Stout: Response comment – Existing flower barrels not visible from I-80. Cars traveling on I-80 will attract visitors. Catches the eye.

Linda R: After initial cost, the maintenance is included in monthly invoice

Lynn Carpenter: Doesn’t want a lot of flowers. Would rather see funds go to improving the “trash” cans.

Heritage Trail Event Update: *Melanie Barton:* Third year event scheduled for Aug. 7th & 8th, 2010 with 19 Museums, mostly in Auburn area. Many activities within this event: Three bus trips and gift basket donations from OTBA merchants appreciated. Said Trail Guide lists museums and special features can be found online. Bob Ijams said he needed more maps, bookmarks and hours of the Museums.

Linda R: Sierra Six Guns have been confirmed for Sunday Aug. 8th in the Hays parking lot with Static display of Model “A” and Model “T” cars in Procisi lot.

OTAPS: *Ross:* Medical Museum is open for tours and plans to use the Heritage Trail event to jump start interest. The new Curator has enlisted 8 docents all with medical backgrounds and will invite the public to visit museum. Has made planter boxes for porch with medicinal herbs. Said OTAPS needs another fundraiser.

Auburn Police Dept: No report

Chamber: *Reese Browning:* Mixer tonight at Cruisers Car Wash. DBA Wednesday Night Live seems to be Doing well. The last one is July 21st.

City: *Mike Holmes* left his report: 1) “Seems to be misunderstanding regarding Art Walk music in lower Auburn. I suggest that OTBA meet with the Art Walk committee and the Auburn Arts Commission to resolve the issue. I will be happy to help in any way.” 2) “DBA has proposed an interactive kiosk in Central Square as part of the Streetscape project. As proposed, businesses in all sections of town could participate in promoting their shops/restaurants. The City Council heard this proposal this past Monday night. I suggest you contact Teri Gibson or Harvey Roper for details. 3) “The City Public Works Department will conduct a survey of the Old Town fire house to determine what kind of work needs to be completed prior to its being repainted. We will work with the Hook and Ladder Company to accomplish the work. Cost estimates will be sought prior to funding of this project.”

Guest: Paul Scholl: New owner/publisher of the Placer Sentinel – In newspaper business for over 30 years. Owns several newspapers. Publication is by the people and for the people. Full size publication, twice monthly. Next issue July 21st, deadline is the Friday before. Is doing all of his own ads and graphics. Will eventually do an Old Town page. We need ad rates.

Action Items: No Board quorum. No action. Will post items through membership email system.

Old Business:

PA system: Installed in Post Office about 6 weeks ago, not being used yet. Gary Moffat asked about codes for music system. Linda R will talk to Kerry Arndt. Post Office renovation looks good including floor. Ross Carpenter has written permission from Post Mistress, Jackie Esry to oversee any and all future work in the Post Office.

Visitors Guide: Linda Robinson: Brought enough new guides for each merchant. Three pages and a good representation for Old Town. First round of distribution goes to the State Fair. Mike O'Brien updated the map that is in Visitor's Guide, using the former OT waling tour guide. As a side note, this same map is now also available for viewing or printing on the OT website. Merchants are now able to click on map and, if desired, make their own copies on a color printer, or by downloading and taking to a copy shop.

Criterion Bike Race: Cancelled. Was scheduled for July 25th and would have closed through traffic from 7:30 am to 5:30 pm on a busy Sunday. Most likely will not be rescheduled for Old Town this year.

New Business:

Proposal for Honorary Member – Linda proposed that Mike O'Brien, Old Towns Webmaster be given an Honorary Membership for "labor of love" toward Old Town and all of the extra things he does for our community. Gary Moffat said although Mike probably did a fine job, and should maybe even be paid more, asked if Mike would be a voting member or honorary only. It was stated that no voting privilege is given honorary members. Motion and 2nd by Bob Ijams.

Post Office: Linda Robinson reported that Jackie Esry is very sick and most likely will not be coming back in any full time or even part-time capacity. Because of the responsibility she holds as a "contract" Manager, Old Town needs to have a plan "B" with her in case the unthinkable happens. Postal Service will look at how many PO boxes are rented to decide if it's a viable business. If anyone is planning on renting a box, now is a good time.

OTAPS Fundraiser: TBA

Installation Dinner: TBA – Ty Rowe will provide his restaurant and dinner and dates will be reviewed for sometime in August or September.

BOB RICHARDSON: City Manager – Progress report on Tsuda Eatery Outdoor dining permit at Herschel Young Park.

As posted in the June 17th minutes, a 30 day temporary permit was issued July 8th and expires August 9th. Richardson said they (City staff) are following same basic principals as they did with the Downtown Central Square and the DBA.

Ty Rowe: asked how much space is allowed at the Central Square for dining and entertainment and how is the insurance handled?

They will monitor for Process 30 days and take to City Council.

The permit Principals are: No reserved seating – Non exclusive – Signage: “Open to the Public” – No alcohol – Owner to clean up – entertainment by permit only. Richardson said legally OTBA has no legal right to make decision but council will listen to opinions.

OPEN COMMENTS on Herschel Young Park Issue:

Janice Forbes: Said she will be impacted more than anyone since her office is just above, and garbage could be an issue, but hasn't been since she and Alex have worked it out. She has a prescriptive easement and has a say about the use. Janice favors the 30 day trial. Understands Gary Moffats (email) arguments but Old Town needs to probe something new.

Lynn Carpenter: Is concerned that 30 days is not enough time.

Ross Carpenter: Asked how park will be maintained and said that OTBA invested \$15,000 for improvements 25 years ago. Bob Richardson said it is under discussion with City and ARD. Bob R said he talked to several people who were involved in dedication and talked to step daughter of Herschel Young saying she was fine with project but riser needed to be used for entertainment only and not dining.

Lynn Carpenter: Benches were paid for by the OTBA.

Kathy Arnold asked if alcohol will be served?

Ty Rowe: Has issue with park being used by and for benefit of merchant and said he was fine with Tsuda's placing tables on sidewalk in front of restaurant only and who would police the park and will rent be charged? Bob R said no rent will be charged.

Gary Moffat: Thinks we should create level playing field. Was not an agenda item on June 17th Agenda. Objects to conversion of public space to private use. Belongs to the people, not a business. Should have gone to City Council and not to OTBA.

Paul Williams agreed.

Gary M: Unethical how this came about.

Bob R: Said they are following “due diligence”.

Ty Rowe: Will this be insured by Alex?

Bob R.: Is working with a proposal that City staff can support. City Council will consider proposal after the 30 day temporary permit has expired and additional input is necessary.

Lynn Carpenter: Regarding Competition. We all have competition and don't need to feel sorry for restaurants since we're all dealing with competition.

Jim Wesley/Auburn Journal: Said that it has become a public issue since it was published in the Journal today.

A casual raise of hands asking attendees if they would approve of an extension of the 30 day temporary permit? Results: 7 no – 3 yes.

Meeting adjourned at 10:35.