

# **Old Town Auburn Business Association General Meeting Minutes**

**Date:** Sep 17<sup>th</sup>, 2009

**Location:** Latitudes Restaurant

Meeting called to order at 8:30am

## **Treasurer's Report, Don Baker**

- Aug Balance 4266.99
- Don received a check from Linda Robinson for Fall Street vendors.
- It appears there is still an issue with Post Office rent. We are 2 months in arrears. Don and Ross will notify the Ramirez family and accountant Hilda and work on a solution.
- Don received a check for \$880.00 from Linda Robinson for vendors of the Fall Street Fair.

## **Marketing Report, Linda Robinson**

- Everything is in line for Street Fair. We have all required permits, and moving forward to the event.
- Because last Thursday's Marketing Meeting was cancelled, we will be having it instead (this month only) next Thursday, Sept 24th @ 8:30 am at Tsuda's. Anyone who can attend, especially if you would like to assist with various events, please contact Linda Robinson. This is a Marketing/Country Christmas Meeting.

## **Old Business**

- None

## **New Business**

- Chamber of Commerce Billboard: We are looking into using this to promote Old Town on a regular basis.
- Slush Fund: Now called Discretionary funds. \$300.00 for any unexpected expenditures. Kerry, must sign, along with two other board member. Motion put forth and passed.
- Parking: Some directional parking signs have been placed, with more to come. Jury Parking lot to be restriped and lit, starting in October. Contacting the city to verify dates. Also talks of a Trolley that would circle museums and Old Town Parking lots. This as well is still in planning stages. If you are interested in seeing the parking study, it is on the city website.
- Old Town Improvement: Many planters were re-arranged last week both for convenience and aesthetics. Still looking into overhead planters.
- Center of town project: This is going back to the board in order to discuss specific times, dates and the size. Will be discussed next board meeting. We will use the October 8th Artwalk as a test night to see how it affects traffic.
- Online Ad for Old Town: Mike O'Brien was to have a meeting with Sacramento Bee to discuss the new online ad he designed, but meeting has been rescheduled. Currently we have stopped (on hold) the Auburn Journal Online Ad, while we investigate other news media venues such as the Bee.
- OTBA Website: Remember there is a new Coupon/Ad Page for all merchants, contact Mike O'Brien for your ad, it's FREE !!!!
- Email Master List: OTBA has updated its Master Email List. (These minutes are now going out to 30% more members).
- Email Cross Marketing: Keith Smith from Old Town Gallery suggested using email lists to promote Old Town. More info on that to come.

- Facebook Page for OT: Motion was presented for Old Town to have a Facebook page. Motion was passed. Mike OBrien will be instituting immediately.
- Budget: We are waiting for BID money from city before budget is planned. Ty has submitted a request.
- Bus Tour: Nell from Bootlegger's Restaurant noted that on November 2nd a Bus Tour will be coming from Lincoln Hills/Sun City. They will be wine tasting at Bootlegger's 11-12 then shopping in town for a few hours.
- Calendar of Events:
  - \* Sept. 25th Native Sons Golf Tournament- 70% of proceeds got to Post Office.
  - \* Sept.27<sup>th</sup> Decorate Old Town for Halloween 10:00 am.
  - \* Oct.8<sup>th</sup> Artwalk.
  - \* Oct.10th Auburn food and Wine Festival.
  - \* Oct.18th Fall Street Fair.
  - \* Oct.31st Halloween
  - \* Dec.12th Country Christmas.

- **Meeting was adjourned at 10 am.**

## ***Meeting Schedules***

- *The OTBA Board meeting is the 1st Thursday of the month.*
- *The OTBA Marketing Committee meeting is the 2nd Thursday of the month. Open to all.*
- *The OTBA General meeting is the 3rd Thursday of the month.*