

Old Town Auburn Business Association General Meeting Minutes

Date: Oct 15th, 2009

Location: Latitudes Restaurant

Meeting called to order by Kerry Arndt at 8:30am

Treasurer's Report, Don Baker

- Sep Balance \$5281.81

Marketing Report, Linda Robinson

- Linda R , Marketing Report.
130 vendors for Street Fair. Need volunteers. 4am check in Country Christmas. Posters and handbills out to merchants, 18 vendors so far.
- Mike O'Brien on-line advertising \$10.00 per 10,000 impressions for Sacramento Bee.
Safe Trick or Treat, ad in Auburn Journal for merchants participating.

Old/New Business

- Ross: Post office remembers original agreement; Reuben will get back to us in writing.
- OTAPS received a grant for \$1300.00 for restrooms.
Grant from Preserve America for PO.
- City of Auburn needs OTBA letter to nominate for streetscape committee.
- Mayor Holmes parking info- city is waiting on us. Linda is notifying neighbors then will be put on the agenda. Parking lot blueprint schedule call for completion by the end of January, we would gain 27 parking spots.
- Brewery Lane property- need input & recommendation from OTBA; possibly 20 spots. Ty: no enforcement for 3 hour parking is suspended by APD.
- Ross: Brewery Lane Parking, Ty, proposal in place 2 and a half years.
- Bob S, need schedule and time line of public hearings, etc.
- Ty, Firehouse not on work list.

- KAHI radio town square pumpkin drop, lots of advertising Oct. 30th 4:30. Ross motioned to go ahead with this with a cost of up to \$600.00. Linda P 2ndd motion, passed by committee.
- Alex update the Wild West shoot out. Sierra Six Guns & Sidekicks on November 21st instead of the 14th. 2 or 3 shows throughout the day close off center of town. Ross, Native Sons involvement? Herb and Patsy Sierra Six Guns 250.00 1st event. Native Sons stagecoach on the 14th. Lynn C- Do not share event. Alex motion to go forward for 14th and 21st \$750.00 \$250.00 for event and advertising, Ross 2nd motion, passed.
- Motion of interest by Alex, on going monthly events? Gold Rush Days, 2nd motion passed by Reese.
- Chamber of Commerce board of directors update monthly. Old Business Billboards available \$2000 to \$3000 monthly, copies available.
- Reese- justification for BID increase was for billboard.
- Update center square, Bob S will follow up, need business plan of use. Ned request for funds for online advertising. Linda motion SF Chronicle online advertising for a min. of 300 max 500. Input Lynn C, Gary M, Sac Bee better Bob SF Chronicle Kelly local customers, Ross 75% regional. Sac Bee majority. Linda 2nd motion , passed.
- Native Sons- Dave- Golf update, not as well as expected. \$1105.00 proceeds to OTBA for post office.

- **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.*