



**BIA Ratepayer Board Meeting
December 11, 2017 – 1:00 PM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

Roll Call

The meeting was called to order at 1:01 pm by Chairwoman White.

Board Members present: Chair Megan White, Vice Chair Giovanni DiQuattro, Board Members William Cowart, Josef Forsberg, Kelly Gordon, Darren Jones, Bob Klontz, Ronnie Roberts, Laura Theimer

Unexcused absence: Kirk Lantier, Ruth Neil-Stover

Staff present: Doug Lein, Economic Development Manager; Tourism Coordinator Chachere; and Holly Ferry, Board Secretary.

II. APPROVAL OF MINUTES

Board Member Klontz moved and Member Theimer second to approve the October 9, 2017 minutes.

MOTION CARRIED UNANIMOUSLY. 7-0

III. FINANCIAL REPORT

Economic Development Manager Doug Lein reported that the only change to the budget was the partnership with the Auburn Tourism Board for \$2,500.

After implementing a new business licenses renewal program, business license renewals are to go out on December 12. He explained that the new buy local program is going into effect, and that data is being populated by the business license renewal process, and businesses are being asked to fill in some additional information and self-evaluation on the company, and that goes into a database that is searchable by the public. By January, there will be around 5,000 businesses in the database. It will give a URL that can be advertised as part of our regional marketing plan that is going into effect in 2018. It will be an added advertising and marketing opportunity for businesses, at no cost to the business. The renewals for 2018 include

BIA fees, and they will not be able to renew their business license unless the fee is paid.

IV. OLD BUSINESS

A. Ordinance #6658 Update

Manager Lein reported that at the November 6 Council Meeting, Council debated the passing of the draft to Ordinance 6658 and then voted 4-2 in favor. He stressed how it made a difference for a business, and the Chair of the Board, to address the Council. Council would like an update from the Board in 90 days and made the comment that they hope the BIA takes this as an opportunity to bring them suggestions. They would like the Board to think about how a new start-up is considered. The Board will be sent the minutes from the Council Meeting when they are made available by the Clerk's Office. The Board will also be notified at the next BIA meeting when they are on the Council Study Session agenda.

1. Suggestions for City Council were discussed later in the meeting when Disbursement of BIA Funds was addressed.
2. It was agreed that City Council should be informed that start-up businesses should be prorated.

B. Tourism Board Meet & Greet – Lorraine Chachere, Tourism Coordinator

Coordinator Chachere gave an update on the holiday video. She also informed the Committee that she would like to do a meet and greet walking tour after the Tourism Board Meeting on January 18 at 11:00 am, to familiarize the partners/stakeholders on the Tourism Board with the downtown area and business owners and to look ahead at possible collaborations in 2018. They would like to know more about downtown businesses, their concerns and goals and how the Tourism Board and the BIA could help each other. She will be in contact via email.

C. Discontinue BIA Operations

Members recommended that it should be given another year. Manager Lein stated that the discussion could continue to be carried over as Old Business on the agenda and also brought up the idea that the Board may choose to consider appointing a standing sub-committee of three members to be a watchdog and an avenue to have ongoing discussion. As the year goes on, if there does have to be something put forward for an exit strategy, that could be the beginning point for it. It was agreed to wait until the first of the new year and to carry it over as Old Business.

D. Main Street Design

There was no update on Main Street Design.

V. NEW BUSINESS

A. Review 2016 Survey for New Ideas

Manager Lein asked the Committee for suggestions of what questions they would like to see on the new survey. It was suggested that something be sent out prior to the survey that would inform the entire BIA of what the BIA Committee of Rate Payers has been doing and what the ADA plans to do. It was recommended that they should also be asked for suggestions and input about their concerns. This led to the discussion about the new BIA newsletter. Manager Lein reported that Communications Coordinator Kalyn Brady has been working on it, and it will be a good start to spread the word electronically to all 189 businesses. The intent would be to send the newsletter out after every Committee meeting. The ADA would be able to use it as a communication tool as well.

Manager Lein informed the Committee that every quarter Green River College will be doing four fixed training classes at the Business Incubator, which will be open to any business to attend and learn such things as writing business plans, Facebook marketing, digital marketing campaigns, financial analysis, or how to set up a website. The classes will be taught by a certified small business counselor or one of the professors from Green River College.

Manager Lein reported that the ADA will be using the Business Incubator as its office to have a place to meet and give them an address to use.

B. Disbursement of BIA Funds

The Committee discussed at length how to disburse the BIA funds and how the funds should be used. It was recommended by one member to disburse the funds equally between 1. the ADA, 2. advertising for the entire BIA, 3. things the Committee wants to do to improve the downtown area, and 4. monies kept in reserve.

Manager Lein reported that they are interviewing ad agencies. The agency chosen will develop an overall marketing plan for the general advertising and branding of the City and maintain continuity.

Discussion continued about the disbursement of funds to the ADA. Manager Lein stated that Economic Development will be giving some monies to ADA in 2018. Regarding funds that the BIA would give to the ADA, one member thought the ADA should inform the Committee of their plan before the BIA would give them

any money, thinking that the Committee would need to see a return on investment. Manager Lein commented that, if the ADA could be given a general range not to exceed and that the BIA would consider for 2018, it would be helpful to the ADA in planning what they want to do.

The Committee discussed the need for additional lighting downtown. Manager Lein reported that he gave a map of the BIA to the urban crime certified officers in the police department, and they will make a list of recommendation of where they think improvements should be made. This information, as well as the cost involved, will be available at the next meeting.

There was discussion about what the members thought was important to improve the look and safety of the BIA such as additional lighting, banners, and plants. Manager Lein stated that the Committee needs to make a list and present it to City Council to request their help with those things. He mentioned that Parks is also working on the need for some barricades, shutting down of roads and security during the Mardi Gras Parade in February.

C. BIA Newsletter

The BIA Newsletter was discussed earlier in the meeting.

D. Rules of Procedure

Manager Lein reported that a draft of the Rules of Procedure for the BIA Committee of Rate Payers will be discussed at the January meeting. He explained to the Committee that, as part of the Rules of Procedure, there is a rollover at the first of the year of Chair and Vice Chair.

Board Member Theimer motioned and Member Forsberg second to nominate Vice Chair DiQuattro to Chair.

MOTION CARRIED UNANIMOUSLY. 8-0

Board Member DiQuattro motioned and Roberts second to nominate Member Bill Cowart to Vice Chair.

MOTION CARRIED UNANIMOUSLY. 8-0

E. Discussion Topics for January 2018 Meeting

Member Roberts requested that there be discussion about having no BIA meeting in December 2018.

Vice Chair DiQuattro requested discussion about the time and day the BIA will meet in 2018.

VI. BIA PARKING SUB-COMMITTEE UPDATE

There was no update given.

VII. AUBURN DOWNTOWN ASSOCIATION UPDATE

Member Theimer reported that the ADA met, and what they planned to do was explained, and everyone was on board, but since then she hadn't heard anything from anyone. Manager Lein responded that Jeremy from Geaux Brewing and Brittany from Vinifera were intent on working on the Mardi Gras Parade and Celebration.

Manager Lein recommended that a date be chosen and announced for the election of board members for 2018.

VIII. ADJOURNMENT

There being no further business to come before the Board, the meeting adjourned at 2:33 pm.

APPROVED this 11th day of December, 2017.


Megan White, Chair


Holly Ferry, Board Secretary