

**BIA Committee of Rate Payers Meeting
November 8, 2018 – 1:00 PM
Auburn City Hall Council Chambers
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 1:04 pm by Chairman DiQuattro.

Roll Call:

Committee Members present: Chairman Giovanni DiQuattro; Vice Chair William Cowart; Committee Members Kelly Gordon, Darren Jones, Bob Klontz

Committee Members absent: Ronnie Roberts, Ruth Neil-Stover, Megan White

City staff present: Doug Lein, Economic Development Manager; Josh Arndt,

Economic Development Senior Officer; Holly Ferry, Committee Secretary

ADA Board Members present: Brittiany Karlson, Secretary; Kristina Driessen, Treasurer; Jeremy Hubbell, President

II. APPROVAL OF MINUTES

Committee Member Klontz moved and Member Gordon second to approve the October 11, 2018 minutes.

MOTION CARRIED UNANIMOUSLY. 4-0

III. FINANCIAL REPORT

Manager Lein gave the Financial Report. He reported that by the end of the year most of the 2019 assessments will have been collected. Funds have been allocated for ADA activities, holiday lighting, and sample security lighting.

IV. OLD BUSINESS

A. Disbursement of BIA Funds

This topic was discussed during the Financial Report.

B. Marketing and Branding

There was no update on this subject.

C. Heritage Fire Update

The building is no longer under contract. It was decided that this topic will be removed from the agenda.

D. BIA Newsletter

There was discussion about what should be included in the newsletter and how often it should be sent out. The point was made that members of the BIA are still confusing the roles of the BIA and The Auburn Downtown Association, and it was recommended that an explanation should be added to the newsletter each month to educate them about the difference between the two. It was also suggested that the newsletter should be sent out monthly.

E. Update on Priority Projects Presented to City Council

1. Additional Security Lighting

Economic Development Officer Arndt reported that he and Chairman DiQuattro worked with American Lighting to obtain some sample security lights. They will not be installed until after the holiday lighting. Anything having to do with Puget Sound Energy (PSE) poles had to go through PSE. Economic Development Officer Arndt and the City's operations engineer met with PSE to talk about what could be done. They said the best way to do it would be to switch out the existing sodium lights for new LED lights, which would better illuminate the area and also save on power. PSE will compile a lighting analysis that will show the light spread as well as the cost for switching to LED, which will be less than \$200 per light. Because it is on a separate power system from the City's, work can move forward on it. Regarding the City's poles, it will be necessary to work more with the City's engineer. The question was raised about why there was a cost for it when it is a necessary upgrade that will save PSE money. Economic Development Officer Arndt responded that he would find out more details about it. Economic Development Manager Lein stated that PSE owns and maintains the lights, but the City pays the power.

2. Christmas decorations

Economic Development Officer Arndt reported that 50 sets of rope lights were purchased that will cover every City pole from A St. NW down Main Street to Auburn Way South for the first year, and the area could be expanded next year. Because the electrical system in the downtown area is so old, there will be an effort made to find out the electrical capacity of the grid around the BIA.

Vice Chair Cowart joined the meeting during this discussion.

3. Banners

The new banners will go up after the Veterans Parade.

F. Update on 2018 Façade Grant Program

Economic Development Manager Lein reported that Community Development processed three grants, and they are looking at a couple more applications.

Although the City's 2019-20 budget has not yet been approved, the 2019 grant is in the budget.

V. NEW BUSINESS

A. Vacant Rate Payer Committee Member Discussion

John Rottle has confirmed that he would like to be on the Board.

B. Traffic Cabinet Wraps

Economic Development Officer Arndt explained that the traffic cabinets located around the city are frequently tagged with graffiti; however, when traffic cabinets are wrapped with a decorative wrapping, a study has shown that they are 98% less likely to get tagged. The wrap is made from a material that paint does not easily adhere to and can be washed off easily. Code Compliance and the Parks Department are taking the initiative to eventually wrap all of the cabinets in the city, and an inquiry was made to see if the BIA would be willing to participate. The Parks Department is putting out a call to artists to come up with a design, and Parks will pick up the fee to do that. A committee will be formed to choose the designs. It was asked whether the Committee would be interested in covering the cost of wrapping the cabinets that are located within the BIA.

Vice Chair Cowart moved and Member Gordon second to approve up to \$5400 to wrap the traffic cabinets that are within the BIA.

MOTION CARRIED UNANIMOUSLY. 5-0

C. Newly Identified Non-Exempt BIA Businesses

Manager Lein reported that around 240 businesses have been identified within the BIA. There will be an increase in 2019 assessments. By the January meeting, there should be a complete list of email addresses and pertinent information, and hopefully everybody will be included in the Buy Local program as well.

D. Advisory Board Training

The City's legal department has stated that any person holding a board position is required to go through training to learn their role and responsibilities in regards to the Open Public Meetings Act. After completing the training, each member must notify the City Clerk. Secretary Ferry will send an email to all Committee members with a link to access the training and a link to notify the City Clerk when they complete their training.

VI. BIA PARKING SUB-COMMITTEE UPDATE

It was decided that this topic should be taken off the agenda. Manager Lein gave an update on parking construction throughout the BIA.

VII. AUBURN DOWNTOWN ASSOCIATION UPDATE

ADA Treasurer Kristina Driessen stated that, when their budget was presented to the BIA Committee, there were several ADA-sanctioned and BIA Committee-approved events on which they were allowed to use the funds and not just for the ice skating rink and/or the tent; however, the current contract states that the ADA is only allowed to spend the money on the ice skating rink and the tent. She requested that the wording be changed.

Member Klontz moved and Member Gordon second that the ADA has been granted up to \$50,000 that can be used on ADA-sanctioned events that have been previously approved by the BIA.

MOTION CARRIED UNANIMOUSLY. 5-0

ADA Secretary Brittiany Karlson reported on the difficulty they had with the permitting process. Due to some of the engineering restrictions the City has placed on the ice rink and tent, the tent will now cost an additional \$10,000 to have it installed in compliance with City code; however, the permit has not been approved for the tent because it does not meet Washington state code, so the tent may not happen. The ADA board members asked for advice on whether they should move forward on purchasing the tent, knowing that it would require an extra \$10,000 to install it.

Community Development Director Jeff Tate and Public Works Director Ingrid Gaub will be attending ADA meetings, and they will also attend a BIA meeting every quarter to avoid permitting issues in the future.

VIII. TOURISM BOARD UPDATE

Tourism Coordinator Lorraine Chachere reported that the film festival is up and running and coming to downtown in January. There is a dedicated website. The programming and event schedule should be completed within the next couple weeks.

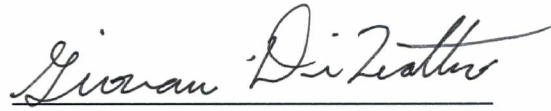
Tourism is in week two of a digital Q4 ad campaign. Metrics were provided.

The first Tourism Open House was held on November 7 and was open to the community. The keynote speaker was Camilla Clark from Brand USA, a public/private destination management organization that markets travel to the US to international markets. A video highlighting Auburn will be produced by Brand USA.

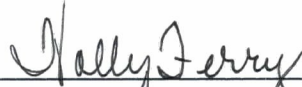
IX. ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 2:37 pm.

APPROVED this 10th day of January, 2018.



Giovanni DiQuattro, Chair



Holly Ferry, Committee Secretary